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Module data sheet **Customer Care**

The Customer Care module from *Workbench* software is designed to ensure that, whenever a customer contacts your organization, the resulting actions are responsive, timely, and efficient. It works as an effective module on its own, but is also an important part of the integrated system produced by *Workbench* to help companies achieve total quality management control.

The module can be used to record information as part of an ISO 9000 or similar system for complaint tracking and resolution, or as the hub of a time critical customer support or service desk.

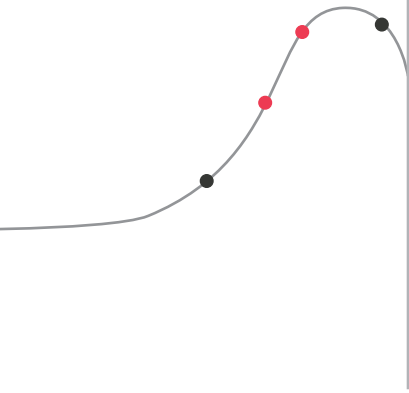
Internal monitoring of the progress of a complaint is a powerful feature of the module; the type and extent of monitoring can be customized to suit any company be they product or service based, large or small.

The Customer Care process



Benefits

- Effective and speedy response to complaints can build an enviable reputation for customer care.
- Excellent levels of service bring high levels of customer confidence and repeat business.



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Company image and reputation

- Attracting new customers is expensive. Make sure you protect this investment with close attention to after-sales customer care.
- Establish internal company pride. Enable meticulous attention to detail and customer satisfaction to become paramount business objectives.
- Keep a close eye on business issues. Complaints can sometimes reveal underlying business processing problems; early identification of these trends can be invaluable.
- Monitor and report on the cost of dealing with customer problems.

Features

Up-to-date, auditable information

- The Customer Care module offers an easy and systematic way of logging and tracking customer complaints.
- A comprehensive history log for each complaint means that customers are given an up-to-the-minute picture of exactly how their complaint is progressing, what action(s), if any, are being taken and by whom.
- For simple complaint recording without invoking workflow features, a Quick Complaint Wizard allows the reporting, actioning and completion of a complaint in one easy dialog.

Full and complete complaint life-cycle

- Online assessment of complaints can provide ownership and assign tasks.
- Severity levels for complaints are user-defined, allowing you to rank complaints in terms of seriousness.
- Actions must be undertaken by the appropriate person before the complaint can be signed off.