

## CALL-TO-ACTION LIST

The majority of customer concerns were concentrated in three main areas: 1) customer service, 2) billing and 3) technical issues. The following call-to-action list is derived from Vantage customer feedback and suggestions of ways to improve the products and service they receive from Vantage.

### **Account Representative and Customer Service Training**

- Use customer feedback as a sales training tool to emphasize the importance of the relationship between account representatives and the customers. In many cases customers view the account representative as the company.
- Establish a customer contact training program. This program should emphasize conduct and contact standards for all customer service employees.
- Establish a better system that accurately tracks all customer issues to ensure all issues are addressed.
- Establish a program that formally recognizes employees who received positive feedback.

### **Operations - Billing**

- Determine why bills are often inaccurate and late.
- Develop and implement a system to deliver accurate bills in a timely manner.

### **Technical Training**

- Incorporate into the existing technical training a component about effective ways to interact with customers.
- Establish performance standards for technicians to reduce response times and improve the effectiveness of repairs.

### **Marketing**

- Incorporate customer testimonials and other survey data into company marketing materials.