



LAYANAN PELANGGAN & LOGISTIK



The vast majority of companies consider customer service to be an important aspect of their business. When pressed, however, there are many companies that find it difficult to describe exactly what they mean by customer service or provide a precise definition of customer service measures

the importance of customer service



As already suggested, there are few companies that do not recognize the importance of the provision of good customer service. But, why is it so important?

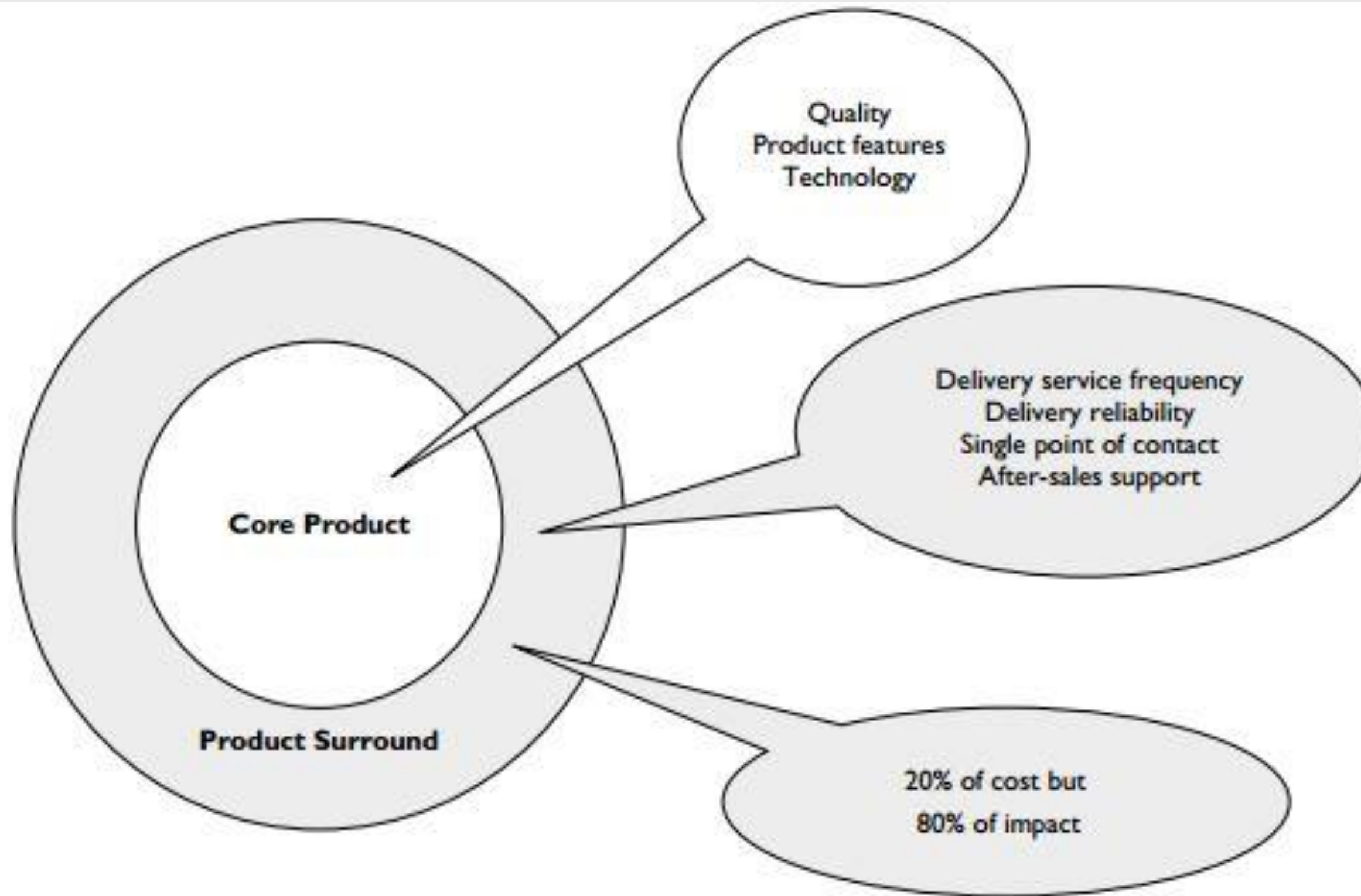


Figure 3.1 Core product versus product 'surround', illustrating the importance of the logistics-related elements



The core product concerns the item itself: the technical content, the product features, the ease of use, the style and the quality. The service elements, which can be called the ‘product surround’, represent the availability of the product, the ease of ordering, the speed of delivery, and after-sales support. There is a long list (as we shall see later in this chapter), and clearly not all of the service items on our list are relevant to all products.



The marketing departments of many companies recognize that the product surround elements are very important in determining the final demand for a product.

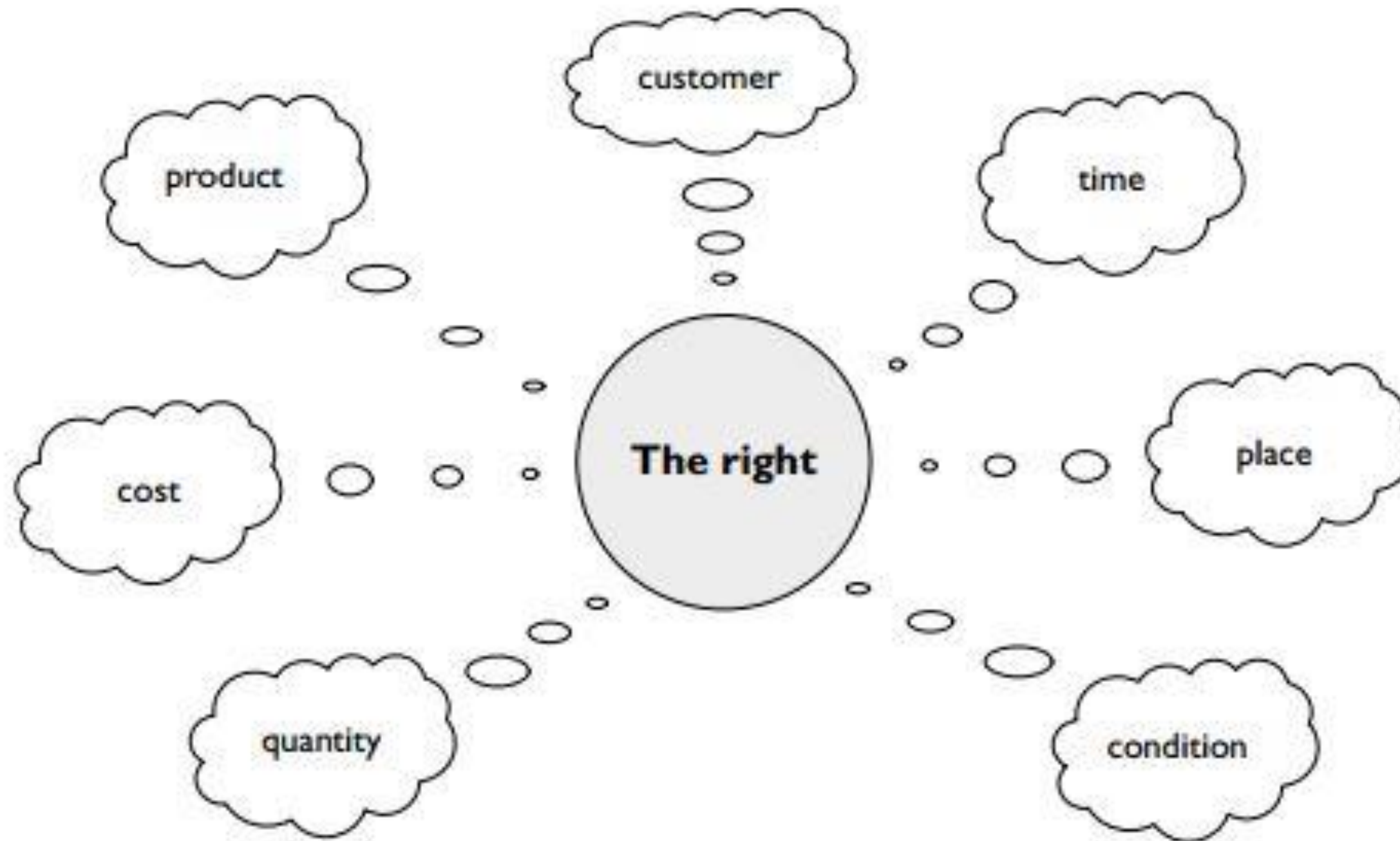


Figure 3.2 The seven 'rights' of customer service, showing the main service classifications



One of the definitions of logistics that was provided in Chapter 1 referred to ‘the positioning of resource at the right time, in the right place, at the right cost, at the right quality’. This definition can be expanded into what might be considered as the seven ‘rights’ of customer service

the components of customer service



Logistics customer service elements can thus be divided into three categories that reflect the nature and timing of the particular service requirements (before, during and after delivery of the product):

1. *Pre-transaction elements*: these are customer service factors that arise prior to the actual transaction taking place. They include:
 - written customer service policy;
 - accessibility of order personnel;
 - single order contact point;
 - organizational structure;
 - method of ordering;
 - order size constraints;
 - system flexibility;
 - transaction elements.

2. *Transaction elements*: these are the elements directly related to the physical transaction and are those that are most commonly concerned with distribution and logistics. Under this heading would be included:
 - order cycle time;
 - order preparation;
 - inventory availability;
 - delivery alternatives;
 - delivery time;
 - delivery reliability;
 - delivery of complete order;
 - condition of goods;
 - order status information.
3. *Post-transaction elements*: these involve those elements that occur after the delivery has taken place, such as:
 - availability of spares;
 - call-out time;
 - invoicing procedures;
 - invoicing accuracy;
 - product tracing/warranty;
 - returns policy;
 - customer complaints and procedures;
 - claims procedures.

The four main multifunctional dimensions are:



1. *time* – usually order fulfilment cycle time;
2. *dependability* – such as guaranteed fixed delivery times of accurate, undamaged orders;
3. *communications* – such as the ease of order taking or effective queries response;
4. *flexibility* – the ability to recognize and respond to a customer's changing needs.



REFLEKSI



Informasi penting hari ini

Manfaat penting dari informasi penting hari ini

Tindak lanjut yang dapat saudara lakukan



Thank you!

Any questions?