

Features

Online Performance Reviews

360-Degree Feedback

About

Performance Notes

Goal Setting

Reporting

Login



Resources

Get Demo

Blog

Case Studies

Login

Get Demo

Infographics

Testimonials

Whitepapers

are looking for some type of assistance. They generally want initial information, additional information, resolution of a problem or they just want to sound off about an experience they have had with your organization. Unfortunately, most businesses do a mediocre job, at best, of responding to customers in a timely manner.

Most customers will expect to have their requests responded to in a reasonable time frame. But what is reasonable? There is no standard rule of thumb to define response time. Believe it or not, responsiveness is a strategic issue and can be used to differentiate your business from your competitors. Therefore, the standards you establish for responding to all customer issues will determine the level of differentiation you achieve. And the consistency with which you are able to respond quickly will go a long ways toward determining how loyal your customers become.

It seems that many managers are afraid to press their employees too much when it comes to responding to customers. Attitude has a lot to do with how customers are treated. What attitude do you convey about customers? Is it a casual one or is it a “customer first” attitude? Your employees will pick up on your attitude quickly and will often mirror it. At the very least they will understand how serious you are about serving the customer.

Features

Online Performance Reviews

360-Degree Feedback

About

Performance Notes

Goal Setting

Reporting

Login



Resources

Get Demo

Blog

Case Studies

Login

Get Demo

Infographics

Testimonials

Whitepapers

and what the next level or step in problem resolution is?

Setting extremely clear expectations about responding to customers is critical. To some organizations it might seem like a relatively minor issue. Those organizations are bound to struggle. Those that have figured out how to respond expediently, effectively and with a caring attitude distinctly have an advantage over their competition.

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Categories

[360 Degree Feedback](#)

[Employee Engagement](#)

[Goal Setting](#)

Features

Online Performance Reviews

360-Degree Feedback

About

Performance Notes

Goal Setting

Reporting

Login



Resources

Get Demo

Blog

Case Studies

Login

Get Demo

Infographics

Testimonials

Whitepapers

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Features

Online Performance Reviews

360-Degree Feedback

About

Performance Notes

Goal Setting

Reporting

Login



Resources

Get Demo

Blog

Case Studies

Login

Get Demo

Infographics

Testimonials

Whitepapers

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- Real-time Performance Management
- HR Appraisal Software
- Employee Feedback
- Performance Notes
- Reporting
- 360-Degree Reviews

Resources

- Pricing
- Blog
- Whitepapers
- Testimonials
- Comparisons
- Support

Features

Online Performance Reviews

360-Degree Feedback

About

Performance Notes

Goal Setting

Reporting

Login



Resources

Get Demo

Blog

Case Studies

Login

Get Demo

Infographics

Testimonials

Whitepapers