

Customer Relationship Management Policies and Procedures

HiFlex Physio

Customer Service Standard Policy

- HiFlex Physio considers anyone who contacts or communicates with as a valued customer.
- HiFlex Physio is dedicated to giving customers the best possible customer service.
- HiFlex Physio is dedicated to processing any enquiry in the timeliest way possible.
- HiFlex Physio is dedicated to meeting customer's realistic expectations in the highest quality of services.
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- HiFlex Physio sees all the customer's needs as varied and acceptable. HiFlex Physio will tend to each one through a fair approach within appropriate timelines.
- HiFlex Physio will always treat each customer with honesty and integrity.
- HiFlex Physio will not assume they know what the customer wants. HiFlex Physio will always aim to dig for their need/s or complaint/s and find out the facts.
- HiFlex Physio will address any enquiry or complaint in an easily understood way.
- HiFlex Physio representatives will be clear, concise, and straight to the point.
- HiFlex Physio must provide an initial response by the next working day to all phone enquiries and complaints.
- HiFlex Physio representatives will always introduce themselves to anyone contacting HiFlex Physio.
- HiFlex Physio representative will properly escalate or transfer enquiries or complaints to another person who is in a better position to assist the customer.

Customer Relationship Management Procedures

The following procedures are maintained in the interests of continual improvement:

1. A database for customer activity

The database will contain information about the following:

- Transactions-including a complete purchasing history with accompanying details.
- Customer contacts from multiple channels and contexts.
- Descriptive information for segmentation and other data analysis purposes.
- Descriptive information for se to marketing stimuli -whether if the customer responded to a direct marketing initiative, a sales contact, or any other direct contact. and other data analysis purposes.
- This data will be collected over time.

2. Customer Relationships

The overall goal of each HiFlex Physio relationship building program is to deliver a higher level of customer satisfaction than competing firms deliver.

2.1 Establishing Relationships with Customers

- Smile and be courteous and friendly at all times
- Use their name and introduce yourself
- Ask questions to identify their needs
- Create a new client file
- Explain what HiFlex Physio is about and what products and services are offered
- Take the new client for a tour around the centre

2.2 Maintaining Relationships with Customers

- Smile and be courteous and friendly at all times
- Use their name
- Wear your name badge to ensure the client can identify you and your role at HiFlex
- Offer assistance and advice
- Ask questions to identify if their needs are being met or if they need further assistance

3. Relationship programs include:

Customer service

Customer service must receive the highest priority within the Centre.

Any contact or ‘touchpoint’ that a customer has with HiFlex Physio is a customer service encounter and has the potential to gain repeat business and help CRM or have the opposite effect.

Customisation

HiFlex Physio will create products and services specifically for individual customers, and not simply communicating with them as when 1-to-1 marketing.

Community

The HiFlex Physio website is allowing both online and offline businesses to build a network for exchanging product-related information and to create relationships between the customers and company or brand. The goal is to take a prospective relationship with a product and turn it into something more personal.

This allows the Centre manager to build an environment which makes it more difficult for the customer to leave the 'family' of other people who also purchased this product.

Community-based initiative working with schools, shopping centres, young or older citizens is also encouraged to 'give something back' to the community. This will enhance and raise the HiFlex Physio profile and engender loyalty.

All of these measures are simply doing a better job through acquiring and processing internal data and focusing on how the company is performing at the customer level.

4. Addressing Customer Needs:

4.1 Understanding Customer Needs

- A full consultation should be conducted when a customer becomes a new member of HiFlex Physio, to identify their needs, issues or concerns.
- Members may request a consultation with a Fitness Instructor at anytime, should they wish to discuss their health and fitness goals again.

4.2 Customers Rights and Responsibilities

- The Customer rights and responsibilities will be explained to them during the consultation process.

4.3 Matching Customer's Needs

- Analyse your customer's needs, issues and concerns and recommend two products and two services to give the customer options to address their needs.
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4.4 Communicating with Customers

Regular Communication is conducted with Customers in the following ways:

- Email, SMS: To Communicate new products/services/specials/sales
- VIP Monthly Newsletters: To communicate new products/services/specials/sales
- Rewards Clubs: A card offering a bonus for repeat business, offered to all customers
- Holding an 'Open Day/Night' to entice new customers: Held once a month and advertised in media and social media.

4.5 Targeting Services to meet Customer's needs

- Decisions made about targeting the HiFlex Physio services to meet customer's needs are always based on up-to-date information about the Customer, and the Products and Services currently available.
- Referrals of Services must always be based on matching the assessment of the customer's needs to the availability of Products and Services

4.6 Handling Difficult Customer Service Delivery

Areas of difficulty may include but not limited to:

- Complaint regarding another customer, a staff member, a productor service, the standard of service or a legal matter
- Customers in person or over the phone
- Customers from a range of social, cultural, or ethnic backgrounds
- Customers who may be unwell, drug-affected, or emotionally distressed
- Customers with varying physical and mental abilities

Action syou must follow when handling difficult areas of customer service:

- Follow Workplace Policy and Procedures for 'Handling Difficult Areas of Customer Service Delivery'
- Remain calm and respond in a positive manner
- Listen to the customer using active listening
- Ask questions that allow the customer to respond effectively
- Repeat back what you heard to clarify understanding
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- Seek assistance from your supervisor-if you cannot resolve the situation yourself
- You must always use a positive manner when handling a difficult area:
  - Using positive language
  - Using empathy (if required)
  - Active listening

Review of CRM Procedures:

Review of these procedures must be completed in January of each year. The person reviewing the procedures must complete the Procedure Analysis Form and store this form electronically for the Manager to access, as required.

Version Control & Document History

Date	Summary of modifications	Version
2020	Version 1 produced for PGA	1.0
2020	Adjusted content and fixed formatting issues	1.1
8 October 2021	Fixed formatting issues with spacing	1.2