

Customer Relations Operational Plan

HiFlex Physio

Overview

Executive Summary

HiFlex Physio is a chain of four (4) Fitness Centres located in Cairns, Brisbane, Sydney and Melbourne with the head office located in Cairns.

Key services include personal use of state-of-the-art fitness equipment and personal training.

HiFlex Physio Relationships Plan has been developed with the stages of implementation detailed in Operational Plans for employees and customers.

Mission

HiFlex Physio will ensure that best, business practice complies with all legislative requirements. This will ensure our employees and customers are treated with respect incorporating relevant industrial relation and customer service best practice.

Relationships Plan Objectives

1. HiFlex Physio has the Strategic Objective of having less than two (2) complaints from customers at each service per year.

2. To increase customer satisfaction by 10 per cent.

3. To provide high quality service to meet individual customer requirement through human resource policies that create a positive environment.

4. To inform customers of new services and products.

5. To use feedback from customers to improve services by undertaken regular surveys.

Key Performance Indicators

Key performance indicators are metrics used to help a business define and measure progress towards achieving its objectives or critical success factors. They are quantifiable measures that can be expressed in either financial and non-financial terms and reflect the nature of your plan.

Consultation Strategies – Key Stakeholders

Stakeholders	Role in the Problem	Priority Level	Consultation Method
CEO	Overview all sites to ensure that customers are satisfied with services provided	Keep informed	• Reports • Email Communication
Centre Management team	Manages and gives feedback to management and work directly with employees and customers to ensure satisfaction	Manage closely	• Meetings • Email Communication
Customer	Give informed comments and feedback on their feelings of the service provided .	Keep satisfied	• Surveys • Email Communication
Employees	Give feedback from customers to Managers	Manage	• Surveys • Email Communication

Activity	Objective	Resources	Procedures	Responsible Person	When	Budget	KPI
Completing overview of complaints from all services	To reduce customer complaints from customers at each service per year.	Complaint Report Forms	Manager compiles any complaints and forwards to CEO.	Managers CEO	15th of each month	x	Minimum of two (2) complaints per year
Employees focus on services provided	To increase customer satisfaction	HiFlex IT planning	Employees customer service to individuals is a focus	Fitness Instructors	Every session with customer	x	Positive feedback to increase by 10%.
Monitoring of employees work practices and attitude	To provide high quality service to meet individual customer requirement through human resource policies that create a positive environment.[1]	Staff Surveys Customer Surveys	Review and monitor staff performance with customers to ensure that they are meeting Mission, Goals and Values	Manager	Daily	x	Individual Service Satisfaction of 90%
Marketing information to be forwarded	To inform customers of new services and products.	Brochures Emails Signage	Marketing Manager to devise a plan, produce promotional material and forward to employees and customers.	General Manager, Marketing	Prior to commencement of new product	x	Customers informed of new products one month prior commencement.

Activity	Objective	Resources	Procedures	Responsible Person	When	Budget	KPI
Undertaking customer surveys	To use feedback from customers to improve services by undertaken regular surveys.	Customer Surveys	survey to CEO who will review for potential improvements	Managers CEO	Every six months – March and August	x	Feedback to be anaylsed for implentation within 2 months