



Customer service and dispatch performance data

This data has been collected and analysed to determine the extent of the team's customer service and dispatch problems:

1. The average number of customer complaints has been steadily rising from four (one year ago) to be currently 17.
2. Team morale levels are based on anecdotal evidence, but the human resources department has reported that the average number of personal leave days taken per person per month by customer service staff has increased from 0.5 to 1.3.
3. The average product dispatch time is currently 1.9 days, which is up from a long-term average of 1.1 days. Currently there are 5 per cent of dispatches that are taking longer than 5 days, with the long-term average being 2.5 days.
4. A review of dispatch procedures indicates that communication between the customer service team and the dispatch team occurs through information entered into the customer database. Often there are critical pieces of information omitted, which require the order to be sent back to customer service staff for completion. The revised information can take up to four days to be returned depending on circumstances such as staff being on leave or being sick.
5. The major source of customer dissatisfaction emerging from complaints is not being able to obtain information regarding the progress of their order. Dispatch staff can identify when an order has left the depot and it is possible to identify when the order was entered into the customer database. A further review of work practices indicates that it is common procedure for customer service staff to enter order details into a notebook at the time the order is taken and then enter the information into the customer database when they are not so busy. Critical pieces of information are often not recorded in the database notes.



[unit code and title]

[student name] [id] [date]