



Customer Focus Policy 2024

PRINCIPLES

On average 56% of respondents to customer loyalty surveys suggest that Customer Service is either very or extremely important in earning and keeping their loyalty to a brand. Our focus and aim are to reach above this average by adopting the following practices.

PRACTISE

- **Deliver quality products and services.**
- **Deliver on time and with a smile.**
- **Address customer pain points in real time.**
- **Implement immediate problem resolutions.**
- **Deliver quality and continual customer support**

KPI's

- **Customer Lifetime Value (CLTV)** — Measures how much money a customer will bring your brand throughout their time as a paying customer
- **Net Promoter Score (NPS)** — Measures loyalty by asking your customers how willing they are to recommend your brand
- **Customer Health Score (CHS)** — Identifies customer behavior patterns to determine if your customers are likely to buy again
- **Customer Churn Rate (CCR)** — Shows the percentage of customers you lost over a period
- **Customer reviews** — identifies positive and negative feedback from direct customers **Reference QF10**

• RECORD OF CHANGES	DATE OF CHANGE	PERSON RESPONSIBLE
Policy Created	18/06/2024	Steve Atkinson
Policy Agreed	18/06/2024	Warren Brook Director
Policy reviewed		