

## EXAMPLE

# CUSTOMER CONTACT WALL

The group captures the questions customers ask most often. They uncover patterns, evaluate how those questions are handled today, and identify practical improvements.

– 1 –

## Everyone writes questions that customers ask

Have everyone work individually and silently (one question per note)



– 2 –

## Look for patterns and group similar questions

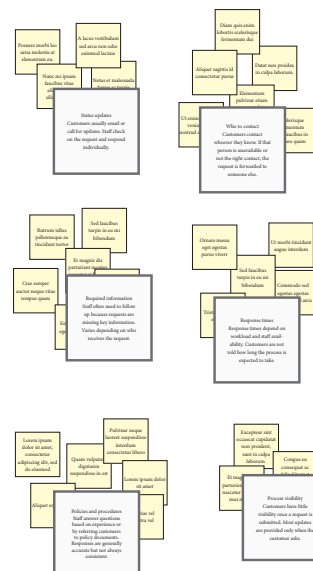
Start this without people talking, so everyone has time to read each question



– 3 –

## Evaluate how you currently respond

Talk through and write down (in brief) how these questions are handled



– 4 –

## Identify ways to improve

Seek ways to prevent unnecessary questions and improve how the rest are handled

### IMPROVEMENTS

Send automatic confirmations when requests are received. Let customers know what to expect next and when they will hear from you.

Publish expected response times.

Assign one primary contact for each request. Customers should always know who to reach if they have questions.

Clarify what customers should contact for each stage.

Provide status updates of key milestones.

Explain delays before customers have to ask.

Create a single FAQ based on the most frequent questions. Review and update it regularly as new questions emerge.

Improve online forms to reduce incomplete requests.

Develop standard responses for common questions.