



## TRAINING: The Ongoing Driver of Excellence in Customer Service

Our Customer Service-Focused Training equips our CSRs with the skills to handle customer interactions efficiently, professionally, and with a commitment to excellence.

### OUTSTANDING CUSTOMER SERVICE IS BUILT ON:

- ✓ Understanding
- ✓ Proactive problem-solving
- ✓ Continuous improvement



## Understanding the Customer

Effective customer service starts with a deep understanding of each customer's operations, needs, and expectations. We emphasize:

- ✓ Reviewing the customer's Standard Operating Procedures to ensure we have a comprehensive grasp of their process
- ✓ Identifying key contacts and their availability
- ✓ Understanding business hours and service requirements
- ✓ Knowing the type of freight being shipped and its priority level
- ✓ Recognizing proactive communication as a key to service success
- ✓ Visiting customers' premise/location



## Account Segmentation and Prioritization

To enhance efficiency, we categorize accounts according to their size and complexity. This allows our CSRs to personalize their approach for each customer's unique needs:

- ✓ **National Accounts:** High-volume customers requiring dedicated support and quarterly business reviews
- ✓ **Regional Accounts:** Mid-sized customers with structured engagement
- ✓ **Local Accounts:** Smaller-scale operations needing flexible service
- ✓ **Transactional Customers:** Infrequent shippers requiring on-demand support



## Ongoing Training and Cross-Training

We follow a quarterly training schedule, including:

- ✓ Customer account reviews to stay updated
- ✓ Cross-training to ensure multiple representatives understand each account to avoid service disruptions
- ✓ Interactive sessions covering customer interaction best practices
- ✓ Learning to navigate customer-specific software and communication protocols



## Essential Skills for Outstanding Customer Interactions

To deliver high-quality service, we must excel in:

- ✓ **Problem-Solving:** Quickly identifying and resolving issues
- ✓ **Proactivity:** Addressing needs before they escalate
- ✓ **Multitasking:** Managing multiple accounts effectively
- ✓ **Responsiveness:**
  - Acknowledging emails immediately and providing timely updates.
  - Emphasizing responding to customer inquiries within 10 minutes, even if only to confirm receipt and provide an estimated resolution time.



## Customer Engagement and Relationship Management

Strong relationships require ongoing engagement through:

- ✓ Quarterly Business Reviews for high-value accounts
- ✓ Regular check-ins to proactively address concerns
- ✓ Feedback loops to drive continuous improvement

At ANDY, we prioritize structured customer service training and proactive engagement to ensure exceptional experiences. Our commitment guarantees customer satisfaction and upholds our reputation for service excellence.

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