**THE NJLS CUSTOMER**

**The NJLS Customer**

Vision

Research

Methods

Results

Vision

* Who is our customer?
	+ Action plan:
		- Interview top 300 users based on last quarter’s revenue
		- Survey based on approved questions
		- Gather data in quantifiable manner to gauge results
		- Manage client concerns and provide customer service when necessary

Research

* Concerns:
	1. Out-of-date information and customers did not call back (after message was left)
	2. Top 300 clients ≠ complete clientele snapshot
	3. Multiple accounts with same “owner”
	4. Client data static (data today could be wrong tomorrow)
* Solutions:
	1. Research firm and ensure contact was made to update information
	2. Suggested wider range of clients (tiered similarly to new Customer Appreciation program)
	3. Consolidate, delete, and update account information
	4. Design “Customer Feedback Form” and utilize throughout NJLS

Methods

* Data management:
	+ Contact information, client-specific details managed through SalesForce.com
	+ General customer concerns managed through Excel (this allowed for quantifying verbal data)

|  |  |  |  |
| --- | --- | --- | --- |
| **Issue** | **Code** | **Issue** | **Code** |
| Account Updates | AU | Delivery Issue | DI |
| Better Tracking | BT | Same-Day | SD |
| Rewards Program | RP | Process Service | PR |
| Customer Service | CS | Address Book | AB |
| Billing Issues | BI | Better UI | BL |
|  |  | Not Intuitive | NI |

* Abbreviations (e.g.: AB, NI, CS, etc.) counted via formula easily became hard data
	+ Easy to manipulate (test) and determine trends (+/-)
	+ Provides accurate snapshot (as per beginning of survey)
* To categorize contact hits and misses, spreadsheet was designed to label accounts as “Contact Made,” “Did not have to call,” “Left Message,” “Email Sent/Preferred,” “Wrong Number,” “No Information Verified”



Results

* Key questions focused on four specific aspects of client relations…
	+ *Customer Service*

Of the 180 clients surveyed…

* + - 2% wanted account utilization notifications
		- 11% asked for up-to-date tracking
		- 3% had questions/concerns about the Customer Appreciation program
		- 7% wanted better customer service
		- 2% had billings concerns
		- 3% had an issue with a delivery (often isolated, rarely happened more than once to a given account)
	+ *Website Usage*

Of the 180 clients surveyed…

* + - 15% had an issue with their address books
			* The primary frustration was merging different users’ address book information so all could access data
		- 7% complained that the website was not intuitive and/or difficult to use
		- 2% held the opinion that the website could have a nicer look, better user-interface, and perform more quickly
	+ *Awareness of other Services*

Of the 180 clients surveyed…

* + - 1% did not know of our Same-Day service
		- 1% were not aware of our Process service
* *Client Loyalty (NPS)*
	+ NPS determines how likely a customer base will recommend you to their clients or other associates
		- More recommendations = greater revenue
		- Higher NPS = more loyal customer base
	+ How does NJLS stand up to other companies?
		- USAA - *Banking* 83%
		- Amazon.com - *Online Shopping* 76%
		- USAA - *Auto Insurance* 74%
		- **NJLS - *Logistics*** **71.19%**

**Summary of Findings**

* Each customer tier needs to be approached differently but overall goals remain the same. NJLS needs to be…
	+ *Visible*
	+ *Recommended*
	+ *Preferred*
	+ *Consistent*
	+ *Opportunistic*
* Going Forward, marketing strategy based on *three*, *six*, and *twelve* month plans:
* *Three Month Goals*
	+ Establish social media presence
	+ Track account revenue (watch for/follow-up with drastic changes)
	+ Update accounts as customer service calls come in
	+ Manage Customer Appreciation Program responses & engage customer to spend more (to level up)
	+ See rise in customer satisfaction (NPS)
* *Six Month Goals*
	+ Adjust website to reflect customers’ needs/wants
	+ Fix address book concern in Shipping Center
	+ Monitor customer feedback company-wide with Customer Feedback Form
	+ See overall increase of revenue from lower-tiered companies
	+ Continue fielding customer calls and updating accounts
	+ Push Customer Appreciation Program and examine opportunities for individual customer growth
* *Twelve Month Goals*
	+ Continue working with IT to ensure website is fully functional and intuitive
	+ More effective advertisements targeted to specific tiers (internet and physical) (i.e.: Why waste ad $$ on cross selling to low tier customer who won’t want additional services?)
	+ Higher NPS (85%)
	+ With entrenched customer base, move to different markets
	+ Local merchants, medical companies, small businesses

Overview

* Customer base is fundamentally solid
* Improvements could & should be made
* Increased customer outreach will open opportunities for growth
* Strong push toward social media and digital communication necessary
* Overall outlook is positive and primed for opportunity