



## Roles and Responsibilities Customer Service Representative

- Philosophy:** The Customer Service Representative satisfies customer needs according to the prescribed “service vision” by obtaining accurate information and effectively negotiating service commitments from customers. The Customer Service Department should remember that they are the customer’s key point of contact and it is up to them to properly represent the Companies Core Values.
- Vision:**
- Integrity. Every effort is made to sincerely anticipate and meet customer commitments. When service issues arise that prevent the organization from meeting commitments, the customer is notified immediately. Untruths or factual misinformation are not acceptable under any circumstances.
  - Customer Partnerships. There are many variables in ready mixed concrete shipments that make perfect service difficult to deliver. To provide optimal service, relationships with customers should be developed through honest exchanges of information, enabling the ready mix producer and the customer to run efficient, profitable businesses.
  - Speedy Problem Resolution. Problems that hinder excellent service or reduce efficiency stem from many different environmental or departmental issues, both inside and outside the organization. Often, symptoms of problems are addressed, but the root causes are ignored, resulting in recurring instances of inefficiency and diminished customer service. Customer Service identifies problems and clearly communicates with involved parties to generate short and long term solutions.
- Demeanor:**
- Cheerful. Customers enjoy conducting business with pleasant, happy people.
  - Helpful. The Customer Service Representative utilizes active listening skills to anticipate customer needs. Specific customer requirements are identified and met.
  - Defusing Tensions. The Customer Service Representative senses the customer’s frustrations and annoyances. When Customer Service is unable to ease these difficulties, the Customer Service Representative communicates with management and the sales department to ensure the unsatisfied customer is blanketed with attention.
  - No Arguments. Negotiations are always pleasant, and arguments of any kind are unacceptable.

**Accuracy:**

No Excuses. Customers are not offered excuses, untruths or misinformation for substandard performance.

Standard Order Template. All Customer Service Representatives must use the same standard order template and complete it in detail to maximize the efficiency and consistency of customers' experiences.

Directions. Directions are complete and accurate, enabling all Delivery Professionals to understand and access the most efficient routes to customer jobsites. Customer Service is responsive to Delivery Professional and customer adjustments for specific placements that require custom instructions.

Spacing. The equipment spacing input in the system reflects the customer's predicted rate of placement. The Customer Service Representative identifies equipment spacing concerns before they occur and involves management in proactively resolving potential discrepancies.

Direct Order Entry. Whenever possible, orders are entered directly into the system by the Customer Service Representative to ensure the truck demand graph is up-to-date and accurate. Sales Representatives do not place firm orders for customers – tentative will-calls only.

One Order per Placement. Customers are not allowed to place multiple orders for a given placement.

Confirmation. All order details should be confirmed with the customer at the time of the order and at the release of the order.

**Negotiation:**

Bookings Target. The Customer Service Representative negotiates with customers within the constraints of the bookings target as described in the Scheduling Business Process.

Flat Demand Graph. The Customer Service Representative works with customers to create a flat demand graph that delivers consistent customer service and utilizes trucks efficiently.

Win-Win Negotiations. The Customer Service Representative creates and maintains an atmosphere of win-win negotiations. The customer does not feel that the Customer Service Representative is concerned about productivity to the exclusion of customer needs. The Customer Service Representative also takes great care to not offer a flat out "no" response to customers, but offers alternative solutions to difficult customer queries and requests, remanding "no" responses to the sales department and alerting general management of the issue at hand. Sales negotiations and communication of customer leads should be passed on to the Sales Department to insure a quick response to the customer's needs.

Value Added Products. The Customer Service Representative always offers customers the opportunity to use value-added products with their order. Specific products are mentioned based upon the application, time of year and marketing initiative being emphasized.