

# 6 steps to radically improve your customer service

In the current economic climate keeping customers happy and retaining customers is essential in running a successful and profit making business. Our clients have collated their views on the ways in which vehicle tracking from RAM has helped improve the service that they give to their own customers.



- 1. Quick response** – “Using vehicle tracking from RAM we can now locate vehicles and divert crews to urgent jobs quickly and efficiently,” **AMCO (Civil Engineering)**.
- 2. Accurate and effective customer billing** – “Reporting time spent on site is also a major bonus for us as it provides proof of service and allows us to bill our clients with great accuracy,” **George Cossey, Applied Heating Services Ltd (Plumbing and Heating)**.
- 3. Speedy arrival of engineers** – “Since using the RAM system, we can locate an engineer within seconds, then route them to the new client. We aim to arrive within about 30 minutes of taking the call, which never ceases to amaze them!” **Darren Kirk, AR Smith and Sons Ltd (Electrical Engineers)**.
- 4. Accurate ETAs** – “We have improved our customer service and professionalism by having RAM tracking in place as we are able to give customers an instant response with an accurate ETA with just a click of a button, rather than spending time and money ringing the drivers,” **Barry Proctor, Barry Proctor Services Ltd (Road Haulage)**.
- 5. Email report to bill** – “We had an occasion recently where we had to check the arrival and departure time on site to argue a claim made by a client. Normally these situations are difficult to resolve, but in a matter of minutes we had printed a report confirming that our lads had been there for the agreed times and our bill was indeed correct,” **Dave Luck Ltd, Dave Luck (Painting and Decorating)**.
- 6. Traffic condition and forecast element** – “The Traffic Condition and Forecast element is fantastic! Within a few clicks and a couple of minutes I can notify a customer if one of our drivers will be late to a job. Our guys sometimes call us to say they are stuck in a traffic jam. We can both confirm this and work proactively to inform the client – they really love it when we tell them that we have easy access to this level of information,” **Steve Brown, TFB Contract Cleaning Ltd (Cleaning Contractors)**.