

# Improving Customer Loyalty through Effective Service Delivery

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## Customer Loyalty

Customers' perceived value, trust, satisfaction with a brand (products and services inclusively), and their repeat purchase behaviour, and commitment to the organization.

### Fact

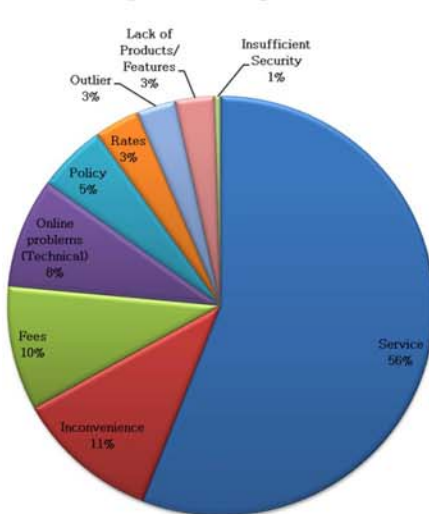
Customers are more likely to punish bad service than to reward delightful service. Bad service is a substantial enough reason for them to leave.

### Project Focus

Understanding the drivers of dissatisfaction and their impact on customer loyalty

## Customer Complaints

Complaints Categorization



Service Complaints Categorization

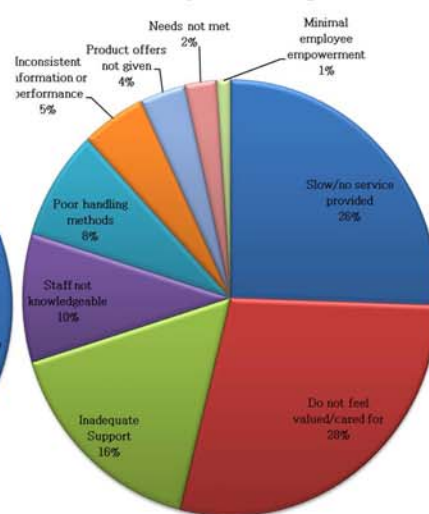


Figure 1 - Representation of the number of complaints within each category in %

## Importance of Service Delivery to Customers' Perceived Value and Satisfaction

### Common Service Failures:

- 1) Untimely / absent responses
- 2) Lack of care; customers feel undervalued
- 3) Inadequate support

### Improvement Opportunities

#### 1) Service Delivery Processes

- Perform process re-design using business process design heuristics with emphasis on value-adding activities for customers

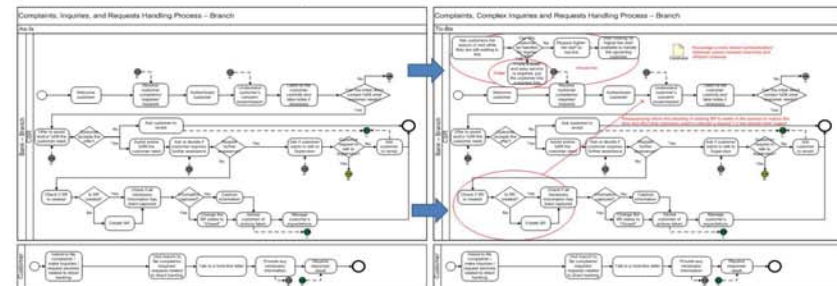


Figure 2 – As-is customer handling processes → To-be customer handling processes

#### 2) Best Practices & Constant Monitoring

- Operate businesses with standardized processes
- Auditing System

#### 3) Referencing Examples of Service Excellence

- Bank of America – Twitter @BofA\_Help

### Acknowledgement:

Special thanks to the project sponsors at Client Co., Professor Paradi and Judy Farvolden at the Centre of Management for Technology & Entrepreneurship (CMTE) for their continuous support and the Mechanical and Industrial Engineering Department at University of Toronto