



# WHITE PAPER

**THE IMPORTANCE OF EXCELLENT CUSTOMER CARE**

“Excellence. Today, tomorrow, always.”

## INTRODUCTION

With a proven track record of delivering the highest quality prepress services, DSN provides artwork and reprographic amenities to international clients and has a customer base that includes FMCG companies, pharmaceutical brands, private label producers and retailers. DSN provides peace of mind for its clients worldwide by ensuring that customer care always comes first. This paper will show the importance of excellent customer service, how it is implemented and maintained at DSN and how even a simple company motto can be crucial for instilling customer confidence:

“Excellence. Today, tomorrow, always.”

## WHAT DOES CUSTOMER SERVICE ENTAIL?

Successful customer service can only be structured well when a business has products that clients want to acquire. When customers come into contact with the business, this is usually the point at which the process of good customer care should commence.

At DSN, such a process is segmented and described in five stages:

- Initial customer enquiry

First impressions are crucial. This stage determines whether a potential client has genuine interest in the services/products that DSN offers. If the prospect is not handled with the right care, the interest is lost and the prospect may seek advice elsewhere.

- Quotation

The second stage in this process establishes a bond between a business and a potential client. In terms of customer service it is important to have a good feel for the client's needs. Quotations should be fair and made-to-measure. If a client is not consulted appropriately in this stage they may lose interest and seek advice elsewhere.

- Drawing up contracts

When the first two stages are concluded successfully, the client's confidence is established and contracts are drawn up. A bond is created and both parties approve to commit to their agreements. At this point, customer care has grown exponentially and the collaboration between the parties can be initiated.

- Delivery of the service

At this stage, customers need to feel confident that they have made the right decision in working with DSN and that is why customer service is so important right now. After all, the delivery of the service is the beginning of a prosperous partnership between the client and DSN, which is why we go above and beyond for our customers as we provide the agreed-upon products and services.

- After-sales service

DSN has a unique after-sales policy that includes customer care promises:

- o Completion of every project on time and to the contractually agreed sum
- o A swift response from a member of the dedicated service team
- o No-automated response system but dedicated members and teams
- o A response or visit within 24 hours of the request
- o Full technical support on-site, online and by phone

## THE IMPORTANCE OF QUALITY CUSTOMER SERVICE

Different businesses rely on different customers. Some may place emphasis on existing client relations, while others dedicate time to sourcing new business. At DSN, we value the relationship that is built from every partnership.

The significance of quality customer care can be measured in financial terms. Maintaining the relationship with a current customer costs significantly less than acquiring a new one, hence, much of a company's profit is dependent on repeat business:

As a prepress specialist, DSN is a market leader, but without its outstanding customer service, existing and potential clients could shift to one of its competitors. The reputation of DSN is a direct result of the continuous team efforts to provide the best customer support possible. The key to succeed in a competitive market is to differentiate from the others. Not only does DSN stand out from the rest due to its trusted services, but also due to the dependable customer care.

## HOW TO MEASURE CUSTOMER SATISFACTION?

Customer loyalty is an important factor in every business. But how does one know when a customer is truly satisfied with the services of a company? Repeat Purchase Orders are one way of measuring the satisfaction level but it is also essential to establish the reason behind repeat business.

Over the past years, DSN gained customer feedback on all aspects of customer support:

- Customer experience with sales and administration
- The company's response to an enquiry
- The quality of the service received
- The speed of response
- The clarity of the information received

Such information is used by DSN to detect the quality of the customer care provided and allows us to compliment staff appropriately or to tackle problems and difficulties as they arise.

## HOW TO IMPROVE AND MAINTAIN THE QUALITY OF CUSTOMER SUPPORT?

Excellent customer support is linked to customer loyalty. Therefore it is important to constantly improve it further. Senior management at DSN has given customer support a high priority and this is noticeable throughout each and every dedicated support team.

In order to improve the quality of customer support services, it is not only crucial to listen and register the needs and wishes of clients, but also to listen to the dedicated members of staff. Feedback from these two parties will ensure a continuously improving service to deliver the best quality possible. Excellent customer support is linked to customer loyalty. Therefore it is important to constantly improve it further.

## CONCLUSION

It is clear that DSN puts emphasis on the importance of quality customer service. At DSN, we understand that happy clients will return and that healthy profits can be made.

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2016

