

8 ELEMENTS OF SERVICE EXCELLENCE¹

<u>Element (feature)</u>	<u>Advantage to Us (the Distributor)</u>	<u>TPC Benefits to Customer</u>
1. Zero errors.	<ul style="list-style-type: none"> a) Save operational cost. b) Have something unique to sell. c) Keep & attract value-conscious customers 	<ul style="list-style-type: none"> a) Save cost of curing mistakes & expediting. b) Save cost of downtime. c) Give better service to customers/constituents
2. X% Fill-rates (lines) X (+) Fill-rates (dollars) X% (++) customer satisfaction AR - "100%" complete tag line	<ul style="list-style-type: none"> a) Reduce back orders,* inter-branching & buyouts. b) Avoid lost sales. c) Build GM\$/transaction.* 	<ul style="list-style-type: none"> a) One-stop shopping consolidates phone calls, PO's, shipments, invoices, etc., all the costs of purchasing.
3. 95% cycle count accuracy. AR - Viability of C.R.O.E.*	<ul style="list-style-type: none"> a) Trust the amounts on the computer. b) Avoid checking stock and/or breaking promises to customers. c) A DIRTFT* barometer. 	<ul style="list-style-type: none"> a) Get accurate, fast information.
4. Day's work in a Day's time.	<ul style="list-style-type: none"> a) Cut-off for cycle counts. b) Same day receiving boosts fill-rates. c) Avoid month-end rush and related errors. 	<ul style="list-style-type: none"> a) Higher fill-rates b) Fewer errors.
5. 100% on-time shipment. AR - Story in newsletter AR - Service Excellence Guarantee AR - Shipping tape	<ul style="list-style-type: none"> a) Good operational discipline. b) (4c) 	<ul style="list-style-type: none"> a) Stock less with reliable lead-times (& fill-rates). b) Give their customers (or constituents) better service.
6. Immediate re-confirmation of all orders and details with the customer whenever possible. AR - Stamps on invoice	<ul style="list-style-type: none"> a) Minimize misunderstandings and errors by both parties. b) Identify & organize the consistently confused type of customer. 	<ul style="list-style-type: none"> a) Fewer errors to cure.

¹Abbreviations: AR=Automated Reminder - something which catches the customer's conscious attention & makes them realize excellent service or extra effort is going on. CROE=Customer Remote Order Entry; DIRTFT=Do It Right the First Time

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<p>7. Call-back to customer on any service deviation.</p> <p>AR - The act.</p>	<p>a) Minimize customer returns of unwanted substitutes.</p> <p>b) Another chance to add to the order size.</p> <p>c) Introduce other inside people to the customer.</p> <p>d) Do special instructions right the first time.</p>	<p>a) No surprises on zero'ed items or unacceptable substitutions.</p> <p>b) Fewer errors to deal with.</p>
<p>8. Cure mistakes as fast and cheerfully as possible.</p> <p>AR - Sorry note (+) mini-candy bar</p>	<p>Chance to show the true service spirit and resourcefulness</p>	<p>a) They are impressed and pleased.</p> <p>b) Mistakes and related problems are out of the way.</p>

For more on the concepts covered in the exhibit go to:

A. Articles at www.merrifield.com

- # 3.1 How to Define Perfect Service
- # 3.2 A Service Goal - the Unconditional Guarantee
- # 3.4 Selling Perfect Service Through a Channel
- # 3.5 Earn High Returns with Heroic Recoveries
- # 3.8 Selling and Getting Paid for Better Service
- # 4.2 Sell With the Total Procurement Plan
- # 4.3 Purchase With the Total Procurement Plan

B. High Performance Distribution Ideas for All video Module 4.1 - 4.13 (the entire section)