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# 1. Purpose

The purpose of relationship management is to create and maintain strategic and tactical connections between the company and its stakeholders. It involves defining, analyzing, monitoring, and improving interactions with and among stakeholders on a continuous basis.

# 2. Contribution to service value chain

Chart, diagram, funnel chart

Description automatically generated

* The plan focuses on making decisions about the service portfolio, as well as creating goals and directing services and procedures.
* Improve is concerned with increasing the availability of services.
* Engage focuses on identifying and engaging with stakeholders to gain a better knowledge of their availability needs.
* Design and Transition focuses on defining, creating, and transferring services in accordance with their availability needs.
* Obtain/build is concerned with collecting and constructing the components that support service availability.
* Deliver & Support is responsible for monitoring and administering the services and ensuring that they are available as needed.

# 3. Roles and Responsibilities

## 3.1 Business Manager

* Maintaining a great customer connection
* Identifying the requirements of customers
* Ascertaining that the service provider's service catalogue can match their requirements
* If necessary, assisting in the creation of additional services
* Outside of the service desk and operations management, providing a neutral third party between the service provider and the customer.
* Internal risk and regulatory governing organizations, such as the Change Advisory Board, should be consulted.
* Assisting in the creation of complaint and compliment channels for customers
* Gaining access to confidential financial, legal, and service management systems
* Collaboration with the Service Level Manager

## 3.2 Product owner

This position communicates needs of the stakeholder community to the agile team. The product owner must understand client requirements and certify that any generated software solution fits these objectives, bridging the gap between business and agile teams.

## 3.3. Account Manager

This account manager serves as the senior point of contact for client sales and satisfaction. The goal is to establish business relationships with clients to facilitate the sale of hardware, software, telecommunications, and information and communication technology (ICT) services. A successful account manager recognizes opportunities and oversees the sourcing and delivery of products to customers, all while ensuring that sales targets are met, and profits are maintained.

## 3.4 CIO (Chief information officer)

The CIO's job involves creating and maintaining information systems that add value to the business and meet the needs of the organization. The mission of a CIO is to ensure that the information systems strategy and the business strategy are in sync. It oversees the organization's architecture and applications implementation and development.

# 4. Process Flow

**Input**

**Customer satisfaction survey**

**Maintain customer relationship**

**Handle customer complaints**

**Identify Service Requirements**

**Monitor customer complaints**

**Sign up customers to self service**

**Output**

# 5. Process Description

* Maintain customer relationship – It ensures that the service provider continues to understand existing customers' needs and develops relationships with potential new customers. This process is also in charge of keeping track of the Customer Portfolio.
* Identify service requirements- The objective is to determine whether a customer's need can be met using an existing service offering or if a new or changed service is required by understanding and documenting the desired outcome of a service.
* Sign up customer for standard services- Customers who request the provisioning of existing standard services can use this tool to capture their requirements and negotiate service level targets.
* Customer satisfaction survey- The goal is to plan, execute, and assess regular customer satisfaction surveys. Before a customer expresses dissatisfaction with service, this process aims to learn about areas where customer expectations are not being met.
* Handle customer complaints- The goal is to keep track of customer complaints and take corrective action.
* Monitor customer complaints- Responsible for continuously monitoring the status of unresolved customer complaints and take follow up actions if necessary.

# 4. Key Performance Indicators

* Number of customer complaints received.
* The number of customer complaints that were found to be justified.
* During the reporting period, the number of formal customer satisfaction surveys conducted.
* The number of returned questionnaires divided by the total number of questionnaires sent out

# 5. Customer Complaint Log

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Complaint description** | **Nature of complaint** | **Reported Date** | **Action taken** | **Date closed** |
| Defective product received and customer demands for refund | Defective product | 1/4/22 | Product is covered under refund policy; hence refund is initiated | 1/14/22 |
|  |  |  |  |  |
|  |  |  |  |  |

# 6. Customer Service Evaluation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Complaint description** | **Nature of complaint** | **Reported Date** | **Action taken** | **Date closed** |
| Defective product received and customer demands for refund | Defective product | 1/4/22 | Product is covered under refund policy; hence refund is initiated | 1/14/22 |
|  |  |  |  |  |
|  |  |  |  |  |

# 7. Communication Plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Methods of communication** | **Frequency** | **Who will communicate** | **Information to be communicated** | **Purpose** |
| Email | Monthly | Marketing executive | Newsletters on release of products | Marketing |
|  |  |  |  |  |
|  |  |  |  |  |

# 8. Business Value

This section explains how the business adds value to its customers. It discusses what the company offers that other don't, as well as why the company's performance is superior to that of a competitor. Customer satisfaction, one-of-a-kind products or services, or customized solutions are all examples of how a company can establish value.

* People- **<Company name>** recruits professionals from the best schools and companies and equips them with the tools and practices they need to reach their full potential through extensive training. Employees at <Company Name> are high achievers with unwavering integrity. When our employees interact with their clients, the value they add is immediately apparent, and it manifests itself in the feedback we receive from them.
* Practices**- <Company Name>** employs best practices while also going above and beyond. We make certain that these procedures are tailored to each individual customer's needs, as well as their organization's structure and processes. We tailor our services to the needs of our clients, not the other way around.
* Customer Service- Our customers can count on **<Company Name>** to be there for them every step of the way. Each customer has their own outreach professional to whom they can reach out for information or questions. Throughout the contract lifecycle, our on-site teams remain engaged, always looking for ways to improve their services. Our hands-on approach ensures that a project will not be completed until the customer is completely satisfied with the results.