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Process Improvement Sample Proposal

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Interoffice Memo

TO:

Dean Welk
Customer Service Process Improvement

FROM:

Dora Steinam
Customer Service Manager

Hi Dean,

Thanks for agreeing to read my proposal that outlines changes to our customer service. I think we can increase sales and customer satisfaction by implementing these changes. The retailers that we distribute to have expressed dissatisfaction with our current customer service offerings, and we are setting ourselves up to push our loyal client base to other suppliers. Our current model is very outdated in terms of technology and no longer meets the needs of the modern customer.

The proposed changes outline technology offerings that have become standard for retail businesses. As a wholesale distributor, I think we need to make it just as easy for our retailers to buy from us.

At this point, I haven't included a cost summary, but based on preliminary discussions with NeoWeb Interactive, we are probably looking at an investment near \$90,000.00. However, the benefits of the changes and our resulting increase in sales will far outstrip any of the costs involved.

I would very much appreciate the chance to meet with you and your operations team to talk about this proposal further. Integrating these changes into our existing technology and training our employees on the new system should be a relatively painless process.

Thanks for your time, Dean. I look forward to hearing from you.



PROJECT

Distribution and Operations Manager

Prepared for: Dean Welk
Customer Service Process Improvement

Prepared by: Dora Steinam
Customer Service Manager

Description

Nextology, Inc. needs to purchase an upgraded software system that integrates customer service, accounting, and ordering all from the same site.

This is required to realize an increase in sales and customer loyalty by making it easier for our retailers to shop from the distribution center.



EXECUTIVE SUMMARY

The Objective...

Improve customer satisfaction by improving our web interface.

- Updated merchandise descriptions and product photos for all our catalog offerings.
- Updated web page with easy to follow navigation and clear links to the customer service department.
- Ability to allow retailers to buy our wholesale products directly via the web instead of faxing or calling in orders.

The Opportunity...

To realize an increase in sales and customer loyalty by making it easier for our retailers to shop from the distribution center.

- Give retailers secure access to their accounts online.
- Allow retailers to browse the catalog online and perform powerful product searches.
- Allow retailers to order directly from the distribution center via the web, creating a fully automated means of customer orders and invoicing.

The Solution...

Purchase an upgraded software system that integrates customer service, accounting, and ordering all from the same site.

- Contract with NeoWeb Interactive Solutions to develop a new interactive website.
- Update online catalog and obtain new product shots from manufacturers.
- Integrate accounting and warehouse inventory into new system.



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