

General

Q. Ref: PUB-78 NP. Is the information on the experience of customer service representatives concerning customer follow-up phone calls anecdotal or has it been documented. If the latter, provide a copy of any report generated by the customer service department to support the statement made.

A. Anecdotal information has been gathered regarding the experience of customer service representatives concerning customer follow-up phone calls to the Company to confirm whether the e-mail sent to the Company was received. This information would have been received either through feedback directly to call centre team leaders, call centre team meetings, or other staff meetings.

This anecdotal information is also consistent with what has become a common and accepted practice. Many companies now acknowledge receipt of customer e-mails via reply e-mail. Customers familiar with this practice may therefore initiate follow-up via phone or another e-mail to confirm receipt of unacknowledged e-mail.