

Create customer loyalty program with perks.

"Welcome back" campaign with discount for dissatisfied customers.

Revise return policy to be more accommodating.

Offer discount on next purchase for shipping delays.

Email customer survey to former customer list.

Add customer survey to website checkout.

Improve customer satisfaction by 20%

Implement separate phone line for orders and complaints.

Hire 2 more CSRs to decrease response time.

Role play with CSRs on resolving customer issues.

Add chatbot to website to address basic CS questions.

Revise FAQs on website to address biggest CS issues.

Analyze CS data to prioritize problem areas.

Forest for the Trees Example