

# **INFORMATION**

## **BULLETIN**

**SUBJECT: Floor Care  
Customer Inquiry Checklist**

**SECTION: II  
NUMBER: 2  
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Occasionally we receive calls from our accounts or distributors requesting help in solving a particular situation/problem. Often, this information is received third hand and as such, much of the information we receive is unclear and may not describe the situation accurately.

In addition, the situation is usually described as a failure with the maintenance product or system.

As professionals, we are often relied upon to decipher the information given and provide a solution to the account.

We must always approach these customer situations with an open mind to eliminate the usual customer feeling that the product/system caused a problem. Secondly, we must utilize questioning skills to fully evaluate a situation and provide a logical remedy to the customer problem.

As we all know, customer situations always happen at a bad time and they are always an emergency. With our technical skills and customer commitment it is up to us to provide answers to situations that may or may not have anything to do with Reckitt Benckiser Professional Products.

There are a few things to keep in mind when responding to customer inquiries.

1. They are coming to us for help, as we are the experts.
2. Until the situation has been investigated, it is the customer's problem. Never refer to the incident as our problem. Statements such as this, as simple as they seem, can imply an admission of a product failure, or they can imply a product liability.

The best approach to service our accounts is to ask a series of questions that paint an accurate picture of the situation. Whenever possible, visit the site first before making any assessment or recommendation.

If it is necessary to obtain a sample for return to the home office, always include in writing your observations.

By completely researching a customer situation, you will often find that there is no problem at all and they have been satisfied by the expert, YOU.

When calling or writing us about any customer situation, it is important to evaluate the following to eliminate as many variables as possible. Use the attached checklist to obtain as much information as possible.

1. Customer name, Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone#: \_\_\_\_\_  
Reported Situation: \_\_\_\_\_  
Date customer noticed: \_\_\_\_\_  
Date reported to you: \_\_\_\_\_  
Does situation still exist? \_\_\_\_\_  
If no, what remedy was used? \_\_\_\_\_

Some typical questions to ask are as follows:

1. Ask customer to explain the alleged problem from their perspective (be sure to ask the person who reported the problem).
2. What product(s) / system are involved? Must provide code date, pH of cleaner, identify use of urethane, epoxy or water-base seal.
3. How long have you been utilizing this system?
4. Have there been any changes in staff recently? If so, what changes?
5. Does the customer procedure involve one product system or an assembly of various products?
6. Have there been any changes in procedures recently?
7. What are these changes?
8. Has there been recent construction/renovation?
9. Where is the construction area? (Examine area personally)

10. Do the procedures used follow Reckitt Benckiser Professional's recommended procedures?
11. Ask maintenance staff to explain in detail, procedure used. Include maintenance system, frequency, etc.
12. Are any so-called "neutralizers" being used after the stripping procedure?
13. Ask to see maintenance storage area?
14. How well kept is this equipment?
15. Are mops cleaned regularly?
16. Does customer use treated dust mops?
17. Has product been stored properly?
18. Is a restorer used? What kind?
19. What type of floor?
20. Is the floor sealed?            With a sealer?            With a finish?
21. What were conditions?    Air temperature            Floor temperature  
   Humidity                      Air flow
22. Where in the facility is the problem?
23. Is the problem unique to the area - or throughout the facility?
24. Machine used?            Pad(s) used?

Asking questions such as these should provide you with the needed information to solve your customer situation on the spot.

If you need further assistance, please call Technical Service.