

AVR Customer Creed

“Forging relationships. Delivering value.”

As AVR employees, we are a team that views customer service not as a spring, but a marathon.

We believe in working closely with our clients to develop and deliver solid, full-featured software solutions and services. We are dedicated to the long-term success of our clients. We take a long view towards the products and services that meet our clients' needs -- not only now, but down the road. Our strong commitment to teamwork ensures that our development team works closely with sales and customer support to identify and address new requirements.

These ten principles guide our work day in and day out.

We know that living out these principles makes AVR known for delivering great customer service and ensures long-term success for our company and our customers.

1. We Commit to Quality Service

Everyone at AVR is devoted to creating a positive experience for our customers. We strive to exceed customer expectations. We achieve this by creating an environment where employees feel respected and appreciated. Because of that, AVR employees treat our customers with respect. As employees, each of us has the authority to solve problems within our own sphere, and our individual mandates are made clear to us. This allows us to quickly and efficiently solve client problems, deliver quality service and sell additional services to our existing customer.

2. We Know Our Products

AVR employees are trained to have an articulate and in-depth knowledge of our products and services, thus enabling AVR to win customer trust and confidence. All employees know AVR's products, and services, inside and out.

AVR managers take the time to make sure all employees are onboard with new developments, products, and services. This ensures our internal and frontline employees are familiar with what we sell and the services we provide, enabling them to better able represent our company and address customer questions and complaints.

3. We Know Our Customers

We strive to learn everything we can about our customers so that we can tailor our service approach to their needs and buying habits. We talk to customers about their experience with our products, and listen to their complaints. In this way, we are able to better meet customer needs and get to the root of any dissatisfaction.

4. We Treat People with Courtesy

This goes without saying, right? But how many times have you heard stories of customers being treated rudely? How many times have you been treated rudely as a customer?

We are focused on remembering that every time we, our team, and our colleagues make contact with a customer -- whether it's by email, phone, written correspondence, or face-to-face meeting -- the interaction leaves an impression. Our goal is to make that a positive impression -- one that solidifies the customer's relationship with AVR. We use conciliatory phrases such as "Sorry to keep you waiting," "Thanks for your order," " You're welcome," and "It's been a pleasure helping you." to demonstrate not only our commitment to customer satisfaction but our dedication to courtesy.

5. We Never Argue with a Customer

We all know the customer isn't always right. However, the point is to provide good service and maintain customer loyalty, not to win arguments. We focus on how to fix the problem, not who's wrong or right. Often all it takes is a little bit of consideration to calm down an irate person.

Listening is an essential skill; if customers sense tht we're really hearing their concerns, it will go a long way toward soothing ruffled feathers, and we may learn something, too. Research shows that seven out of ten customers will do business with a company again if that business resolves a complaint to their satisfaction. This is what we strive to accomplish on a daily basis.

6. We Never Leave Customers in Limbo

At AVR, we communicate our plan for addressing a problem and make sure the customer understands what's going to happen and when. Then, we make a point of following through promptly. If circumstances change, we make sure the customer is kept in the loop.

Fixes, callbacks, and emails are handled with sense of urgency. Customers want immediate resolution, and when we can give it to them, we're much more likely to win their repeat business. Research shows that repeat business increases 95 percent when complaints are resolved on the spot -- and that's what we aim for at AVR.

7. We Always Provide What We Promise

It's essential that we earn our customers' trust. Our policy is to never make promises we can't keep, and work hard to deliver on the promises we do make. No company is perfect, but we know that how we handle the situation when we fall short makes all the difference.

If we fail to honor our commitments, we lose both credibility and customers. If we guarantee a reponse within 24 hours, we make sure it really happens. If and when we're unable to make good on our promises, we apologize, reset expectations with the customer and offer some type of compensation, such as a discount or compensate somehow. Overall, we are only as good as our word, and keeping our word will pay off in increased business and strong customer relations.

8. We Assume Customers Tell the Truth

At AVR, we give our customer the benefit of the doubt. It gains us nothing to be cynical or to assume everyone is exaggerating, if not lying, about problems. We try to see things from a customer's point of view -- it can be upsetting to purchase goods or services that don't meet expectations, for whatever reason. Even though it may appear that customers are trying to manipulate certain situations to their advantage; it's our advantage to hear them out and try to help. The majority of customers don't like to complain; in fact they'll go out of their way, perhaps all the way to a competitor, to avoid confrontation. If we hear unhappy rumblings from our customers, we know to take their complaints to heart and do our best to satisfy them.

9. We Focus on Customers, Not Sales

We sell integrity and offer only what we feel will truly benefit the customer. Our goal is to remember that to keep a customer's business is more important than to close a sale. Research shows that it costs six times more to attract a new customer than it does to keep an existing one, and customers who believe that we have their best long-term interests at heart are more likely to stay with us.

Happy customers are the best and most effective way to find new customers, as word-of-mouth recommendations will bring more business. At AVR, we give top priority to keeping our customers happy and meeting their needs. When we are successful at that, sales will follow.

10. We Make it Easy to Buy

We believe that the buying experience with AVR should be as easy as possible. We offer products and services that are simple to sign up for. Our goal is to make the transition to AVR effective and to go as smoothly as possible without chaos and confusion.

Our first impressions will be the lasting ones.