



ampa
events

**ADMINISTRATIVE
POST-PRODUCTION
PROCEDURES
MANUAL**



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CUSTOMER FOLLOW-UP

Client follow-up after each event is an essential component of the customer service experience. Client feedback provides us with valuable information about what is working well with our products and services and what should be done to improve the customer experience. Listening effectively to our clients will help us to improve our service so that we will continue to exceed expectations, solve customer problems, and meet their needs.

Customer satisfaction is directly correlated with customer loyalty. We strive for repeat business. Reaching out to our clients allows us an extra touchpoint to solidify relationships and provides an opportunity for them to become important brand ambassadors and encourages positive word of mouth recommendations.

Customer feedback shared through social media platforms is a reliable source of information about our company for other potential clients. When customers share their experience on social media platforms, this helps to increase our visibility and reinforce our positioning in the event industry as the premier source for creative event design and production company in the mid-Atlantic. We encourage our satisfied clients to write online customer reviews on multiple platforms for easy web searching accessibility.

Customer Service Survey

Every Monday, all clients from the previous week's events receive a phone call from our administrative staff inquiring about their event. This is our opportunity to gather information and gauge the customer's overall satisfaction with our products and service.

The intent is to have a warm and friendly conversation with the client. Use the standardized customer service survey worksheet as a guide to ask the client questions about the event and allow the client time to expand on their answers if they wish to tell you more. Listen carefully and document both positive interactions (what we did well) and issues (what we need to improve) the client had during the event and what was done (or will done) to resolve the issues.



CUSTOMER FOLLOW-UP

Initiating customer contact via **telephone is the primary method for all customer service surveys.** There are certain situations where email is used to solicit customer feedback. **Email should only be used as a form of communication if the telephone option is not available.** Some specific scenarios:

1. Person that answered the phone tells you the contact person is unavailable and doesn't have voice mail and specifically requests that you email your message.
2. No one answers the call and there is no voice mail to leave a message.

Every customer service survey contact attempt must be recorded in FileMaker under each individual client record. Summarize the survey notes with a phone call activity record attached to the client record. If you leave a voice mail, log the contact with a phone call activity record and make note of who you left the voice mail for in the record. If you emailed the client, log your email activity and record the email activity by copying the email text sent in your email activity record.

Customer Service Survey Worksheet

Questions to ask:

*How was your AMPA Event experience?
Did the AMPA employees arrive on time?
Was your event set up on time and to your satisfaction?
Did the decor enhance your event?
Did the furnishings enhance your event?
Were the AMPA employees helpful and polite?
Were the AMPA employees in uniform?
Did the planning process provide you with enough information?
Were our photos helpful?
Did we provide enough detail about your event?
Overall, were you happy with the event?
Would you recommend us to friends?*

Additional notes:



CUSTOMER FOLLOW-UP

Upon conclusion of the customer survey, ask the client for permission to summarize their comments and publish on our website. If a client agrees to be quoted, write a 2-3 sentence summary of the client feedback, include the date, and forward to Graphics staff to add to the website.

Online Reviews

At the conclusion of the customer service survey, ask the client to write an online review about us. Google is Ampa's primary preferred online review platform. To make the process simple and efficient, send this Google link to the client if they are willing to write a review: <<ADD GOOGLE LINK HERE>>

If the client wishes to utilize other social media channels (i.e. Facebook, Yelp, Citysearch, Wedding Wire etc...) please encourage the client to post their online review in their preferred platforms.

Record your Google Link email activity with the client in FileMaker by copying the email sent to an email activity record for that client.

Thank You Notes

As a final touchpoint, administrative staff will handwrite a personal note to each client thanking them for the opportunity to assist with producing their event. There are notecards and envelopes available for this task. The note should be written to the client contact for the event. Personalize the note by including a few event details that you discussed with the client during the customer service survey and/or a few key details about the event in your note and make it memorable. Include an Ampa business card (Ted's is the default card or a specific sales agent if applicable).

Important: If this is an existing client, be aware that this client has received thank you notes from us in the past. **Sending the same scripted thank you note for each event must be avoided. Take extra care to ensure that each note is unique and personalized for each specific event.**



CUSTOMER FOLLOW-UP

Record all thank you notes in FileMaker client activity records. Include the name of the person you sent the note to in the activity record details.

Sample Thank You Note

Dear <<CLIENT>>

It was a pleasure working with you to <<STAGE OR PRODUCE>> your <<EVENT>> on <<DATE>>. <<ADD CUSTOM DETAILS HERE>> Ampa values the relationship we have developed with you and we appreciate the confidence you have shown in our services.

Ampa welcomes the opportunity to assist you again with your next event. We look forward to working with you again soon!

Warmest Regards,

<<YOUR NAME>>



EVENT EQUIPMENT RETURN

EVENT BINDER

After the installation team has returned from an event, the lead installer will return the event binder to administrative staff. Administrative staff will review the contents of the binder and process and distribute paperwork.

1. Plan vs. Actual report form - check for completion and forward to the Office Manager.
2. Inventory damage report forms and toe tags - forward any completed forms to the Office Manager.
3. Vehicle condition report (copy) - forward any completed forms to the Office Manager.
4. Automobile Incident Forms - Office manager should already have been notified of any vehicle mishaps. Forward completed documents to the Office Manager.
5. Remove all unused (blank) forms and return to the file for future events.
6. Archive all other event specific documents in the client event folder.

CAMERA

Ensure that the camera assigned to this event was returned to Graphics. Graphics staff will download photos and archive for marketing and sales purposes.

BACKPACK

Confirm that the assigned backpack is cleaned out and returned to the hook in the break room.