- Exploring automation and other workflow improvements to achieve faster response times.

Problem Analysis

Deborah, Michael, Grace, and Daniel identified several root causes for the current delays:

- Lack of a dedicated person responsible for monitoring inquiries.
- Absence of a centralized system to monitor multiple platforms, including email, WhatsApp, Instagram, and Facebook.
- No standard response system for frequently asked questions (FAQs).
- Inefficient information sharing between departments regarding pricing, delivery, and product availability.
- Lack of a formal follow-up process for incomplete inquiries.

Daniel noted that these delays risk customer loss and decreased satisfaction.

Proposed Solutions

To improve efficiency, the group agreed on several strategic changes:

- **Tracking System:** Implementation of a spreadsheet to record customer names, contact information, inquiry dates, platforms, issues, assigned personnel, and status.
- **Standardization:** Creation of response templates for FAQs covering pricing, delivery, payment methods, availability, returns, and company information.
- **Channel Management:** Assigning specific team members to monitor individual channels, including email, social media, and WhatsApp, with backup coverage, as suggested by Grace.
- **Automation:** Utilizing automated notifications and acknowledgments to confirm receipt of messages.

Implementation Plan

The team established a protocol for measuring success and maintaining accountability:

- **Response Targets:** Routine inquiries should be acknowledged immediately, with full responses provided within the same business day.
- **Daily Reviews:** The team will review all pending messages at the end of each business day.
- **Metrics Tracking:** Daniel will track average response times, unanswered inquiries, follow-up counts, and delay-related complaints.
- **Review Schedule:** A progress review meeting is set for two weeks from the meeting date to assess whether the new system is effective.

- The team set a goal for routine inquiries to be acknowledged immediately and fully resolved within the same business day.
- Deborah summarized the final plan: creating a tracking sheet, developing templates, assigning channel responsibilities, using automation, and conducting end-of-day reviews.
- Daniel proposed measuring performance by tracking average response times, unanswered inquiries, follow-up counts, and delay-related complaints.
- Grace requested a review meeting in two weeks to evaluate the effectiveness of these new processes.