

TABLE 12.1: Commonly Used Customer Service Measures³¹

CUSTOMER SERVICE DIMENSION	MEASURE
Time	<ul style="list-style-type: none">• Order fulfillment or order cycle times• Inquiry response times
Reliability	<ul style="list-style-type: none">• Perfect and complete orders• On-time deliveries
Communication	<ul style="list-style-type: none">• Customer complaints• Order status information communicated
Convenience	<ul style="list-style-type: none">• Ease of the returns process• Response times to emergency situations