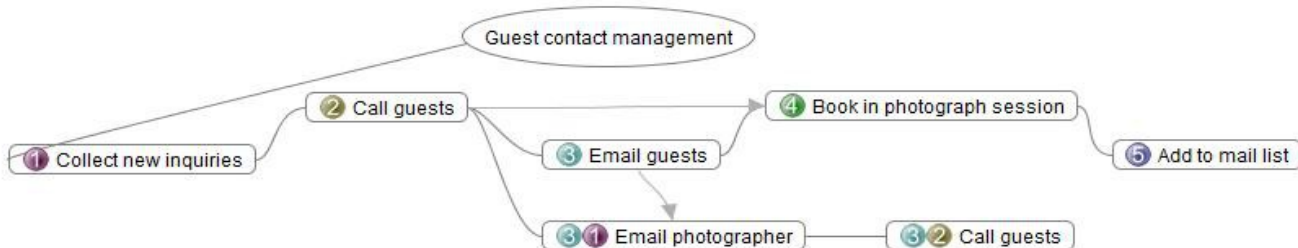


Guest contact management

Outline the process on handling guest contact, from incoming inquiry response fulfilment, confirming upcoming appointments and general contact with guests.



Accountable positions:

Studio Manager
Photographers

System action plan

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Resource requirements	
Staffing	Studio manager Photographer
Space & facilities	
Equipment	Computer with internet connection Telephone
Supplies	Pen & paper Customer contact management software - ShootQ?
Information	All stored on Openoffice.org: Inquiry spreadsheet Price schedule Phone inquiry script Email response template Customer information record Photographer confirmation of session script

Describe how you will quantify and evaluate the effectiveness of this system on an ongoing basis:

?

Check in after the process is completed if all tasks are represented well in this documentation.

Update if not.

Set alarm in Google calendar for time slot allocated for this task - Every Monday & Thursday mornings. Note - time should be BEFORE people head to work.

Set alarm in photographers calendar - call backs must be Mondays.

System standards

1. Collect new inquiries - Log-in to the email account and collect inquiries from email account/s, and the phone message bank. Transfer all inquiries onto a monthly inquiry spreadsheet.

2. Call guests - Respond to all inquiries with a phone call first. Use inquiry response script.

3. Email guests & photographer reminder - Follow up calls with emailing the appropriate requested info.

- Pricing? Booking paperwork, web links for more info??

Record what more information was required - on FAQ document -we can then address this bottleneck

by updating info on website.
Follow up previous unbooked inquiries. Check where they are at with booking us.

Use script - or email template

Studio manager remind photographers what upcoming session they have this week so the photographer can touch base with the guest

4. Photographer call guests

-

Photographer call guest using confirmation of session script & customer information record

5. Book in photographic session -

All questions being answered, book in the guest for their session

6. Add to mail list -

Add contacts to either guest or inquiry mail lists