

Figure 3.2b-_: Customer Follow-Up Methods

Follow-Up Type	Follow-Up Methods Description	Timing	Related Strategic Action Plans
Post-Product/Service Delivery Contact	Customer visit	1 week after delivery	C, E
Telephone Contact	Telephone call		
Recent Transactions			
Email Contact	Post-purchase thank you		
	30-day "How is it working out?" message		

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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