



REPUBLIC OF TÜRKİYE
OSTİM TECHNICAL UNIVERSITY

**ANALYZING AND IMPROVING CUSTOMER FOLLOW-UP
STRATEGIES AFTER INITIAL CONTACT AT 4A MEDICAL**

GRADUATION PROJECT

FATIMA AHMAD ABASHIR

200101975

INTERNATIONAL TRADE AND FINANCE

ANKARA 2025

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OSTİM TECHNICAL UNIVERSITY

FACULTY of ECONOMICS and ADMINISTRATIVE SCIENCES

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GRADUATION PROJECT APPROVAL PAGE

This graduation project titled “Analyzing and Improving Customer Follow-Up Strategies After Initial Contact at 4A Medical” by Fatima Ahmad Bashir (Department of International Trade and Finance) has been reviewed and approved as a graduation project by the faculty members listed below.

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ABSTRACT

Analyzing and Improving Customer Follow-Up Strategies After Initial Contact at 4A Medical

The customer follow-up policies of 4A Medical following their initial interaction with a foreign buyer are investigated in this paper. The company gives foreign sales top priority, hence our study will focus on them. The primary concern is if the follow-up strategies of medical businesses raise client satisfaction and conversion rates. Lack of a clear and methodical process for following up with customers after first contact results in missed sales and inadequate relationships. Emphasizing data organization and worldwide customer response, the study will examine 4A Medical's follow-up methods, spot system flaws, and suggest improvements. Apart from statistical instruments, descriptive-analytical techniques were used to investigate staff members' assessments of present follow-up efficiency. The poll revealed the business did not employ a single digital system for customer follow-up. It Excelically logs and analyzes client data. Global communications links it to customers outside Turkey. This compromises the team's capacity to precisely track every client's situation and emphasizes the need of a CRM system in gathering and changing client data. The study advised a digital follow-up system to increase teamwork, lower lost leads, and provide consumers faster and more customized responses. It also underlined the need of organizational-wide follow-up and team training.

KEYWORDS: CRM SYSTEM, 4A MEDICAL, FOLLOW-UP, CUSTOMER SATISFACTION, INITIAL CONTACT

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1. INTRODUCTION

1.1 CASE STUDY CONTEXTUAL

Rivals running in the same field as 4A Medical's hospital offerings have created intense competition. 4A Medical intends to export its products to countries beyond Turkey so that they may demonstrate their value and excellence to the rest of the globe. Customer service has evolved as such a major determinant of customer satisfaction, loyalty, and the company's success in drawing foreign business. On the other hand, quantitative data study reveals that consumers often encounter delayed responses, insufficient channels of communication, and unsolved issues, so lowering satisfaction and less repeat business. Given the speed and scope of globalization, companies operating in foreign markets like 4A Medical must create effective strategies to manage customer contacts and boost their global visibility. Nowadays, sustainable development goes beyond just expanding product lines or entering new markets to include companies' capacity to routinely and successfully interact with consumers following first contact, so promoting long-term relationships and a sustainable competitive advantage (Buttle & Maklan, 2019).

This strategy is gaining popularity in emerging nations because marketplaces are characterized by both technological and legal constraints as well as dynamic changes that demand the acceptance of more flexible and all-encompassing customer relationship management solutions (Sheth, 2011). Customer relationship management (CRM) systems enable tracking of client contacts with the organization, data analysis, and development of follow-up policies suitable for their requirements and expectations (N Nguyen and Motom, 2012).

Maintaining goodwill and loyalty from consumers determines corporate success. Under the numerous goals that characterize customer service are product information, client connection building, and addressing queries. Strong communication abilities help one to manage complaints and transform annoyance into client happiness. Putra Asaas, 2024 Nadhira Aulyavaza

Suherman

The Contact Center is the heart of correspondence between companies and customers via phone, email, and social media among other channels. Good complaint handling requires empathy, quick response, objectivity, and straightforward engagement. PT PLN Icon Plus has

successfully shown the effectiveness of its promotional mix strategy by means of its ICONNET Wifi service, therefore increasing the clientele in the West Java region. The increase in subscribers reflects the effectiveness of the company's overall marketing strategy. Presenting their improvement in service quality, Icone Contact Center came eighth runner-up in The Best Contact Center Indonesia (TBCCI) 2023 competition. Though predicted interruption management and late bill delivery still cause issues that affect consumer satisfaction. Research on the ICONNET Contact Center communication strategy aim to provide PT PLN Icon Plus with relevant knowledge to enable it to improve customer relations, handle complaints better, and increase service quality. Appropriate communication strategy is meant to enable ICONNET remain the market leader in the telecoms industry.

1.2 PROBLEMS INTO THE RESEARCH

When it comes to managing and following up with clients beyond the initial contact, 4A Medical faces major obstacles. This is especially true when considering the absence of a centralized system on which to organize follow-up and ensure that communication is maintained continuously. Excel spreadsheets and more conventional means of recording client information, such as name, nationality, phone number, and email address, are currently utilized by the organization. In addition, staff members are responsible for taking notes on the comments provided by customers. This strategy does not have adequate organization, which makes it impossible to accurately track the status of each individual client. This is especially true when several communication channels, such as email, phone conversations, and WhatsApp, are utilized without a single record of all interactions.

Both the strain of work and the sheer volume of daily responsibilities have an impact on an employee's capacity to follow up. Consequently, this frequently results in the company failing to contact certain clients or having numerous personnel contact them many times, which has a detrimental effect on the company's image and the chances for sales. Not only does the lack of a well-defined and time-bound follow-up plan reduce the efficiency of marketing activities, but it also makes it more challenging to transform prospective customers into actual clients. The combination of these problems has a direct impact on the sales performance of a company as well as its capacity to compete in the global market. As a result, it is necessary to conduct an in-depth study and come up with solutions that are both practical and effective in order to solve these problems.

1.3 OBJECTIVES AND SCOPE

The purpose of this study is to investigate the customer follow-up procedures that are currently in place at 4A Medical after the initial engagement with prospective customers. Excel files and other manual communication methods, such as phone calls and emails, are currently being utilized by the company, which is in the business of manufacturing medical supplies, in order to keep better track of customer connections. Specifically, the scope of the study is restricted to the internal operations of the organization, which includes the manner in which customer data is recorded, the technique of follow-up, and the challenges that employees have while attempting to maintain effective and ongoing contact.

Neither the input from customers nor the financial results nor the plans for expanding the market are directly addressed in the study. In addition, it is restricted to a small sample of the employees of the company, and it does not include comparisons with employees of other different companies. On the other hand, the findings of this study might offer helpful insights for businesses that are comparable to those who do not have a structured Customer Relationship Management (CRM) system.

1.4 LIMITATIONS

There are a few constraints to take into consideration, despite the fact that the purpose of this study is to provide helpful insights into the post-contact customer follow-up tactics utilized by 4A Medical. One of the most fundamental limitations is that there are no digital records that are organized. The company is currently utilizing Excel files and manual tracking, both of which may have an effect on the accuracy and comprehensiveness of the data currently being collected. Furthermore, the depth of analysis and the ability to track long-term changes may be impacted by the restricted resources and time limits that are included in the scope of the graduation project. In addition, the fact that the research was conducted on a single organization makes it impossible to generalize the findings to other businesses or industries. It's possible that these factors will have an impact on how extensive and in-depth the findings that were produced from this research are.

1.5 RESEARCH PROBLEM AND HOW IT RELATES TO SALES

Despite the fact that 4A Medical is constantly making an effort to develop relationships with prospective customers all around the world, the customer follow-up method that occurs after initial contact is relatively inadequate. Follow-up actions are currently carried out manually by making use of Excel files; there is currently no formal system in place to assure continual follow-up and interaction with potential customers. In the aftermath of this, missed opportunities, poor communication, and delayed responses to leads are all consequences.

The problem is that the company does not have a follow-up strategy that is both methodical and targeted, which hinders its ability to form tight relationships with potential customers and convert them into actual customers. If employees do not have a reliable system in place to keep track of the interactions they have with customers, it may be difficult for them to recall who has interacted with the customers, who is responsible for following up with them, and when they should take action moving forward.

For a follow-up plan, the effectiveness of the approach is directly proportional to the performance of the sales channel. The requirement of regular interaction is something that many businesses, particularly those in the medical field, require before making a purchasing choice. As a consequence of this, it is of the utmost need to follow up in a timely and tailored fashion. When follow-up is slow or inconsistent, potential customers may lose interest in the product or service, or they may switch to competitors who respond more quickly and professionally. In the absence of a continuous follow-up management plan, 4A Medical is at risk of losing customers and experiencing a decrease in the percentage of their customers who convert into actual sales. Therefore, improving the follow-up process tackles a strategic issue that directly affects sales, which in turn influences the development of a firm, the retention of customers, and the expansion of the global market. This is in contrast to just improving the quality of communication.

2. LITERATURE

2.1 INTRODUCTION

One of the most important components of the sales cycle is following up with customers after first interaction; several studies have indicated that companies who apply effective follow-up strategies have better customer satisfaction and conversion rates. Especially for businesses which export their goods to nations other than their place of origin, following up with consumers following initial contact is one of the most crucial phases of the sales cycle. Studies abound demonstrating that businesses using successful follow-up plans have better conversion rates and more customer satisfaction. Jay Curry and Adam Curry (2000) in their book "The Customer Marketing Method: How to Implement and Profit from Customer Relationship Management" note in particular in markets like the medical equipment market, which depend on trust and credibility, that constant, personal contact with possible customers increases the chances of completing a sale. According to a study by Luis E. Mendoza, Alejandro Marius, Maria Perez, and Anna C. Greiman and published in their book "Information Technology and Software" (2006), companies who export their goods overseas may have trouble planning follow-up operations due of a lack of a customer relationship management (CRM) system, which can result in the loss of a great number of possible consumers. Using a customer relationship management (CRM) system in day-to-day operations led to a 27% increase in sales after only six months of implementation, according to the findings of the research.

In the same vein, a report issued by the Turkish Ministry of Trade stated that 65% of companies that do not use a customer relationship management (CRM) system have difficulty tracking deal stages and communicating with customers, and that implementing automated tracking and data analysis tools can boost sales team performance by more than 30%.

Despite the availability of these technologies, many organizations in Turkey and emerging economies continue to maintain consumer data manually, using tools like Excel and Google Sheets (Demir & Acar, 2021). This is true for 4A Medical, which lacks a uniform follow-up system and automated follow-up scheduling, resulting in inadequate connection with potential

clients after the initial contact. Based on these studies, it is clear that there is an urgent need to develop a more organized and effective follow-up system at 4A Medical, which will enhance deal closing opportunities and increase customer satisfaction.

2.2 SELECTING ENTRY STRATEGIES

According to 4A Medical, which provides services to customers in a number of countries, the manner in which the company enters these markets has a direct influence on the kind of follow-up that is performed. There are many different entrance methods available, some of which include direct export, local alliances, and the formation of new establishments. Direct export, as stated by Root (1994), requires additional follow-up activities due to the fact that client relations are controlled from an external organization.

Researchers Cavusgil et al. (2014) discovered that businesses that employ flexible entrance approaches and match communication to the culture of the local community had greater overall performance. One example is that certain markets like to communicate via phone, while others prefer to do it using professional email.

By gaining an understanding of these methods, 4A Medical is able to customize its follow-up procedures and choose the most appropriate method for each nation or geographic region, therefore increasing the efficiency of its interaction with prospective customers.

2.3 CUSTOMER SERVICE VS. CUSTOMER EXPERIENCE

Customer service is the aid and help a company offers to its consumers before, during, and following their purchase. From their first visit to the website or receipt of an email to the post-sales stage, customer experience is more broad and encompasses everything a consumer comes across during their connection with a company.

Whereas "customer service" refers to a single point of contact, often when a problem or question arises, "customer experience" is the outcome of ongoing interactions between a consumer and a brand across various channels, according Lemon and Verhoef (2016). Meyer and Schwager (2007) contend that, especially in the medical sector where confidence and psychological comfort are vital, concentrating just on customer service without thinking through the whole experience results in a loss of client loyalty.

A business like 4A Medical, reacting to a customer is not enough. The client also needs to feel the correspondence was timely, targeted, and orderly. This is grounded on a thorough experience starting with the first email or phone call.

For a company like 4A Medical, simply responding to a customer isn't enough. It's also essential for the customer to trust that communication has been organized, tailored, and timely. This relies on a comprehensive experience that begins with the first email or phone call. There are numerous previous studies and literature on call centers, such as the research conducted by Masruri Ramadhaniyah (2019) titled "The Communication Strategy of PT Kereta Api Indonesia (Persero) in Improving Service Quality through KAI 121 Call Center Services." In his research, KAI 121 Call Center applies a communication strategy that begins with the selection and identification of communicators, ends with a recruitment and gradual training phase to select reliable communicators, and then determines the method of delivering messages to customers using directives, repetition, information, persuasion, and clarification. Based on the findings of previous researchers, it can be seen that a communication strategy can help companies improve the quality of their services so that they can handle customer complaints in line with customer expectations.

2.4 IMPORTANCE OF CUSTOMER FOLLOW-UP FOR ENHANCING CUSTOMER EXPERIENCE AND SERVICE

When it comes to closing agreements, research have shown that businesses who employ effective follow-up tactics are more successful. Despite the fact that over forty-four percent of sales professionals leave their jobs after only one follow-up, Smith (2019) reports that eighty percent of sales need at least five follow-ups following the original contact.

A customer's perception of the relevance and value of their communication is enhanced when they think that a company is following up with them in a methodical and unobtrusive manner. This results in an overall improvement in the customer's experience. According to the findings of a study conducted by Gartner in 2020, businesses who provide customers with a personalized follow-up experience have a better level of customer loyalty compared to those that only follow up with indifferent content.

Berry et al. (2002), Fornell et al. (1996), Helkkula and Kelleher (2010), Hodge et al. (2019), Klaus and McLean (2012), Kress (2014), Patty et al. (2020), and Sheth et al. (2020) are some of the studies that in the past have focused on the importance of customer support, service

design, the key elements of superior customer support (such as people, process, technology, and measurement), potential pitfalls, and the necessity of transformation. This is due to the fact that customer support is linked to many factors that measure or determine the overall customer experience (for example, Khalifa and Liu, 2007; Kumar and Anjali, 2017). Although customer support has been considered an influential factor in customer experience and sustainable competitive differentiation (Albrecht et al., 2021; Bueno et al., 2019), the focus has primarily been on after-sales practices and practices. This research endeavors to determine the functions that customer assistance plays across the entirety of the customer experience.

3. METHODOLOGY

3.1 IMPORTANCE OF FOLLOW-UP IN CUSTOMER SERVICE

Whether by a phone, email, meeting, or service request, a follow-up is a proactive activity a company takes to re-connect with a client following a first contact. It guarantees that the client's problem has been fixed, his or her experience satisfies expectations, or the comments are recognized. Depending on the circumstances, follow-up calls, emails, text messages, or surveys could all be used. Following up shows consumers that companies care, fosters trust, and deepens long-term connections.

According to studies, 42% of consumers are inclined to buy should the sales agent phone back at a certain, agreed-upon time. Sending more than one email increases a 25% likelihood of receiving consumer responses. Great customer service, therefore as you can see, is not limited to closing a transaction. It covers anything that gives value to consumers and goes well beyond the transaction. Therefore, the value of follow-up in customer service is unmatched as it emphasizes on developing a long-term connection and turning prospects into devoted consumers.

To consumers, a pleasant experience counts more than anything else. If their experience is favorable, they will also continue with the company, spend more, and generate strong word-of-mouth referrals. So much so, that 96% of consumers claim their decision of allegiance to a business depends critically on customer service.

That's where follow-up may be quite beneficial in enhancing brand customer experience. Together with overcoming any unpleasant experience clients may have with your brand, a follow-up contact may accomplish numerous aims.

Consumers are more inclined to trust a company that really tries to understand their requirements and shows concern for them. Long-term consumer connections are so crucial as they reflect this. One effective approach to deepen these ties and make consumers feel valued and appreciated is follow-up with them. It also improves client loyalty as consumers are more inclined to adhere to a business that gives their experience and happiness top priority.

While most companies aim for meeting and surpassing client expectations, only a small number of them really do it. Therefore, if you wish to be among those companies that meet consumer expectations, follow-up is the greatest instrument at hand.

Follow-ups allow you to learn consumer tastes and expectations of you. And it's usually simple to offer that once you know their preferences.

Retention always comes less expensive than acquisition. Five times the expense is involved in acquiring a new client than in keeping an old one. Regarding client retention, follow-ups can also prove really helpful. Your support staff may always approach a client by phone, live chat, or mail and better grasp their issues. Periodically following up with clients in customer service helps one to understand their expectations and perspective of your company.

3.2 SERVICE ROBOT SUPPORT

Particularly in service-oriented sectors, the dynamic character of worldwide corporate operations has changed the expectations for operational excellence and customer interaction. This has been achieved via deft incorporation of recently invented technologies—service robots into the company. Tomei et al. (2021) assert that companies enhancing their customer service most typically use autonomous Technologies Designed to interact organically with consumers, service robots influence front-line worker behavior as well as service operations (Mukherjee et al., 2023).

Beyond the basic introduction of new technologies, this integration suggests a basic revolution in the way companies combine digital automation and human contact into the path consumers travel on. Intelligent systems challenge customer involvement and post-contact connection, therefore changing the experiences consumers enjoy with services (Parvez et al., 2022). These advances in medical device industries and healthcare underline the increasing need of automated follow-up systems, chatbots, and AI-powered customer relationship management (CRM) solutions to improve post-contact interaction with consumers positioned all around the world. 4A Medical does not deploy service bots, but these trends point to increasing need for these solutions. These technologies help companies to react faster, track behavior, and modify their messaging in many sectors by filling in the gaps in customer follow-up.

3.3 RESEARCH METHODOLOGY

This research is being conducted with the intention of evaluating and improving the customer follow-up procedures that 4A Medical has in place after the initial contact has been established with the client. In order to guarantee that the investigation would be exhaustive, it was chosen to employ a mixed-methods strategy, which is a combination of qualitative and quantitative research methodologies. The summary Review of current follow-up policies by means of document analysis that is, CRM logs, follow-up records internally.

Structured interviews with managers, customer service agents, and sales representatives key personnel help one better grasp contemporary procedures and issues. Distribution of a survey to clients who recently visited 4A Medical will help to gauge their degree of satisfaction and point up areas of follow-up communication breakdown. Focus group discussions (optional) with select customers for deeper qualitative insights.

3.4 INDUSTRY BENCHMARKING

In order to determine how closely 4A Medical's present monitoring standards match the most efficient methods used in the medical equipment and healthcare sectors, this study applies a benchmarking approach. This approach backs a comparison of 4A Medical's current CRM procedures with those of the most successful companies in the industry, with a focus on improvement areas where necessary. This comparison is made in order to determine which business practices are more successful. The benchmarking procedure consists on a study of theoretical models as well as strategies of actual competitors. One can better grasp their methods by looking at how they handle follow-up operations, consumer contacts, and use of automated technologies to maintain strong ties over time.

The main objectives of this comparison analysis are two rather simple ones. The initial focus highlights the components of 4A Medical's follow-up system that align with industry standards, which can be categorized as strengths. The second and most critical aspect identifies gaps or areas where the company may underperform relative to its competitors. Numerous competitors have adopted CRM systems that offer automated reminders, integrated interfaces, and comprehensive customer analytics features that may be underdeveloped or lacking at 4A Medical. By identifying these gaps, the organization can discern clear, evidence-based opportunities for growth.

3.5 SELECTION OF KEY FEATURES

The selection of primary elements examined in this study was meticulously informed by both theoretical insights and practical considerations to ensure the relevance and applicability of the research conclusions, the criteria for feature selection included the following:

Comprehensive Literature Review:

Extensive scholarly studies and previous research in customer relationship management (CRM) and healthcare marketing were closely examined. Analysis concentrated on features that consistently emerged as key determinants of successful customer follow-up and loyalty across various sectors.

The study examined factors that notably influenced consumer retention, satisfaction, and conversion rates in real-world scenarios. Empirical data and case studies from recent research, including those by Smith and Brown (2023) and Johnson (2022), significantly supported the identification of effective practices and common success factors in customer management.

The Practical Relevance for Operations at 4A Medical:

Considering the unique operational context of 4A Medical, it was essential to ensure that the selected features could be feasibly integrated into the existing operations and communication policies of the organization. The company's existing tools Excel spreadsheets, reliance on Google searches for lead generation, and email and phone communication were considered carefully. This practical approach ensured that the study's recommendations would be effective in the business realm. This study sought to deliver sound and practical recommendations for enhancing 4A Medical's customer follow-up processes through the integration of theoretical frameworks, empirical validations, and operational realities.

3.6 DATA ACQUISITION

This study's data came from multiple sources, including both primary and secondary methods, therefore ensuring the quality and dependability of the conclusions. Triangulating several sources helps the study to be more credible and provides whole information of 4A Medical's customer follow-up protocols.

3.7 ANALYSIS OF SECONDARY DATA (BENCHMARKING AND INDUSTRY)

This audit highlighted the company's strengths and identified potential for growth, contrasting their CRM strategy with industry benchmarks. The market position of Four A Medical was assessed through a competitive analysis. The comparisons provide a perceptive study of the company's performance relative to other enterprises, particularly with follow-up strategies and the efficacy of client engagement. This evaluation evaluated the company's CRM approach against industry benchmarks, highlighting its strengths and pinpointing opportunities for enhancement. An evaluation of competitors was conducted to determine 4A Medical's position within the broader market. The comparisons, particularly on follow-up techniques and the efficacy of client engagement, yield significant insights about the company's success relative to other firms. Strict adherence to ethical standards throughout the study ensured integrity and respect for individual privacy. Obtaining informed consent from customers before accessing any sensitive data is an indicator of the importance of accountability and transparency within the organization. Participants in employee interviews and customer surveys were anonymized to protect their identities while allowing them to provide open and honest answers. Integrating this ethical framework throughout the study enhanced credibility and trust. Several analytical tools and methods were used to manage and understand the data. Microsoft Excel contributed significantly to data organization, weighted scoring, and statistical calculations. This goal was achieved by providing structured insights into the quantitative components of CRM success.

3.8 STUDY LIMITATIONS

Though the method of the study was carefully thought out, many restrictions emerged during it. One limitation that can restrict the generalizability of the results to the greater clientele is the very restricted number of completed customer surveys. Moreover, even if employee interviews revealed interesting data, participants can show self-reporting bias since they could present an overly positive perspective of their own performance. Still additional limitation is the industry-specific character of the findings. 4A is Medical operates in a specialist market

hence some concepts might not be entirely applicable to other branches of the more general healthcare sector.

Notwithstanding these limitations, the approach used in this study provides a good framework for evaluating and improving customer follow-up strategies. The integration of quantitative analysis and qualitative insights through a mixed-methods approach enables a thorough and balanced assessment of 4A Medical's current operations. The integration of multiple data sources and analytical methods has enabled the formulation of evidence-based recommendations designed to enhance overall organizational performance and improve customer relationships.

4. FINDINGS

4.1 INTRODUCTION

Following an examination of the export department's client follow-up procedures, it was discovered that there were significant deficiencies. This work devotes considerable attention to the investigation of such topics. The data provides a comprehensive overview of the existing methods, the challenges that are encountered in operations, and the modifications that are suggested. This is the product of considerable research into the existing systems as well as several interactions with members of the departmental staff. This study identified three key aspects: the main challenges to effective implementation, the methods and tools employed for customer follow-up at that time, and the opportunities for process improvement. The findings indicate significant methodological and procedural mistakes, suggesting reliance on hand-operated procedures and the initiative of individual staff members. The findings expose notable shortcomings in the current follow-up system influencing CRM and corporate success. The later information provides an empirical foundation for suggestions meant to help 4A Medical increase customer involvement.

4.2 COMPREHENSIVE ANALYSIS

The data collected from employee interviews at 4A Medical, several key themes emerged regarding the follow-up process with customers. Employees primarily rely on basic communication methods such as phone calls, emails, and WhatsApp messages to maintain contact. While these methods are useful for quick outreach, they are not always systematically applied. Many employees mentioned using personal reminders or taking notes, but there is no standardized or automated system in place to ensure consistent follow-up with all clients.

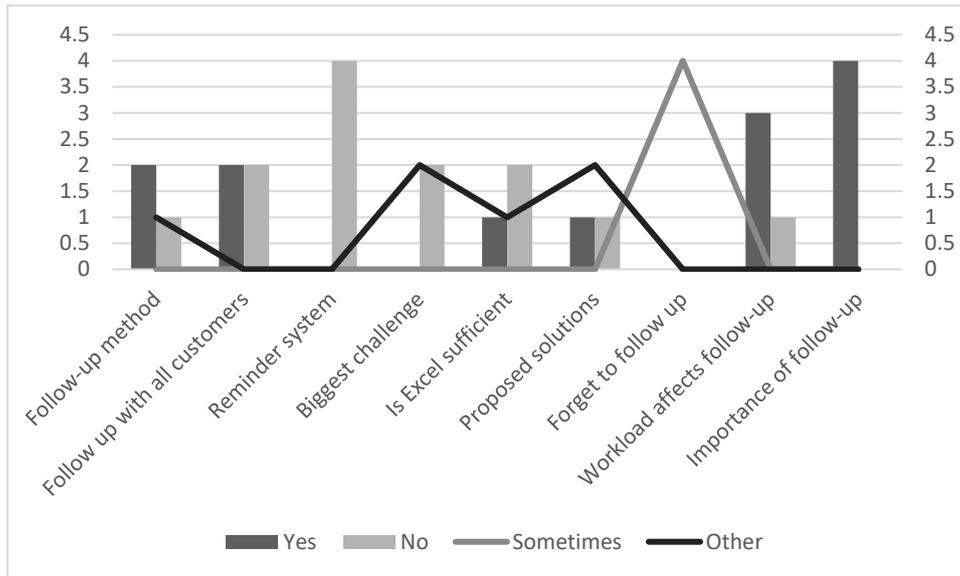


Figure 4.2: Interviews with four employees in the export department at 4A Medical

Figure 4.2 shows major findings. The graphic shows the requirement for a standardized tracking system due to informal and uneven follow-up procedures.

There are differences in how customers are covered. People on staff say they follow up with all customers, but others say they only call a small group of customers, usually the ones who seem more serious, have been to shows, or have asked for quotes before. If you aren't consistent, you might miss out on chances and give your clients a bad experience. One of the big worries was that there wasn't a built-in way to remind people. All employees say that there isn't a set or automated way to tell workers when they need to follow up, which makes procedures less consistent. Some of the problems that came up during follow-up were not getting useful feedback from clients, customers who weren't responding, and people's busy schedules.

Usually, Excel is used for client data documentation and later comments. Most workers, however, expressed dissatisfaction about its effectiveness and claimed that it lacked the required tools to sufficiently monitor continuous cooperation. They underlined the need of more advanced systems able to track past events and independently create reminders.

Staff members advised using new electronic tools or CRM systems to help with follow-up scheduling and administration of possible remedies. Moreover useful for data organization and performance monitoring are these instruments.

Workers from seldom to often pointed up the absence of a defined strategy or consistent approach, which affected the frequency of neglected follow-ups among them. Three out of four

workers agreed that job pressure was found as a contributing factor since frequent customer engagement is typically limited by excessive workloads. In light of these challenges, the staff collectively recognized that enhancing the follow-up process is essential.

The insights gathered from this internal evaluation underline the urgent need for a structured, technology-supported strategy to enhance the consistency, efficiency, and effectiveness of customer relationship management at 4A Medical.

One of the most effective ways to enhance customer follow-up strategies is to implement a Customer Relationship Management (CRM) system, such as Salesforce, Zoho CRM, or similar platforms. A CRM system allows for the automatic and systematic management of customer data, reducing human errors and ensuring that no important customer information is lost. By utilizing a CRM, employees can easily track customer interactions, maintain organized records of all communications, and access critical data in real-time.

Moreover, CRM systems are equipped with automated reminder features that notify employees when it is time to follow up with a customer, ensuring that follow-up processes are consistent and timely. Every conversation, email, or meeting with a customer is automatically logged within the CRM platform, providing a complete history that can be referenced at any time. This comprehensive record-keeping not only improves the efficiency of the customer service team but also strengthens relationships by ensuring personalized and informed interactions with each client. Ultimately, implementing a CRM system leads to better customer satisfaction, higher retention rates, and overall business growth.

4.3 STANDARDIZED FOLLOW-UP PROCESS

Maintaining customer relationship management consistent, professional, and efficient depends on a standard approach for following up with clients. One really must have a well-organized calendar with the time and approach of every staff member's follow-up action. Depending on the operation, team members can be obliged to Start the first follow-up two days after the first customer presentation, schedule a second contact one week later, and, if needed, undertake monthly check-ins. This methodical approach reduces the possibility of lost opportunities and improves general client experience.

Setting deadlines is only one aspect; another is consistent phone calls and email correspondence with the same approach. Such models should have as their basic elements tailored greetings

summaries of past conversations, properly specified future actions and polished closing words. Using standardized templates yields time savings in message development as well as consistent brand language, clear, polite goal-oriented communication. One approach to establish closer more dependable relationships with clients is by increasing internal efficiency by means of a consistent follow-up plan. Customer happiness, retention rates and conversion prospects then rise in turn from this.

This table 4.3 outlines a structured timeline for following up with potential customers after the initial presentation, aiming to maintain engagement and increase response rates.

Table 4.3: Sample Customer Follow-Up Schedule

Stage	Action	Timing
Initial Presentation	Send Thank You Email	Within 24 hours
First Follow-Up	Phone Call to Answer Questions	2 Days after Presentation
Second Follow-Up	Email with Additional Information	1 Week after Presentation
Long-Term Follow-Up	Monthly Check-In via Email or Call	Every 30 Days if no response

4.4 A THOROUGH STRATEGY TO IMPROVE CUSTOMER FOLLOW-UP RATES

Maintaining good relationships and reaching favorable business results depend mostly on effective customer follow-up. Weak follow-up mechanisms or staff ignorance of its significance cause many firms to overlook chances for development. Using an integrated strategy with four primary pillars can help to attain actual and sustained development in this field. Firstly, staff training investment is really vital. Through planning useful seminars, staff members will be better aware of the value of follow-up and how it helps to establish client confidence. They should also receive instruction on how to create professional follow-up notes appealing to the client and motivating them to reply. Usually, the manner a message is written determines whether a consumer responds to the offer or ignores it.

Secondly, there is the need of creating tools for data tracking. Early on, depending just on Excel sheets could be enough but, as the clientele increases it soon becomes inadequate. Advanced data analysis tools or CRM systems, which offer interactive dashboards and weekly reports displaying the number of successful and failed follow-ups by every employee, are thus advised to be switched to. This contributes to improved performance through continuous monitoring and review.

It is therefore necessary to rank clients based on their potential value. Classifying them as high medium, or low priority groups allows one to focus resources and efforts on consumers with higher returns or growth potential. Long-term or strategically significant clients should also receive special attention, as keeping them is usually more valuable than gaining new ones.

Finally, it is recommended to use electronic reminder systems to reduce the potential of missing follow-ups or wasting time. These reminders can be included into Outlook Calendar or Google Calendar and connected by email or phone to follow-up deadlines. This stage guarantees that no chance for follow-up is lost and helps staff members properly manage their time.

Ultimately, enhancing the follow-up process is not only a technological change but also a whole endeavor starting with team development proceeds through tool improvement, and finishes with a smart system for time management and prioritizing. Applied regularly, this strategy helps businesses to raise customer response rates, improve communication effectiveness, and produce quantifiable performance results generally.

4.5 FEEDBACK COLLECTION SYSTEM

Developing a robust feedback collection system is critical for understanding customer behaviors, identifying weaknesses in the follow-up process, and continuously improving customer engagement strategies. After each follow-up interaction a standardized feedback mechanism should be implemented such as sending a quick evaluation link via email. This survey should include concise and targeted questions to assess customer satisfaction, their perception of the communication quality, and their reasons for delayed or non-responsiveness. Ensuring the feedback process is simple and convenient will encourage a higher response rate and provide richer data for analysis. Moreover, the feedback system should be integrated directly into the CRM platform or customer databases, enabling automatic tracking of feedback submissions. By linking feedback responses to specific follow-up interactions, 4A Medical will be able to trace patterns in customer behavior over time. For instance, if a particular

communication style or timing consistently correlates with low engagement rates, the company can adapt its strategies accordingly. Automated reminders for customers who have not completed the survey can also be scheduled to maximize response rates without overwhelming the recipients.

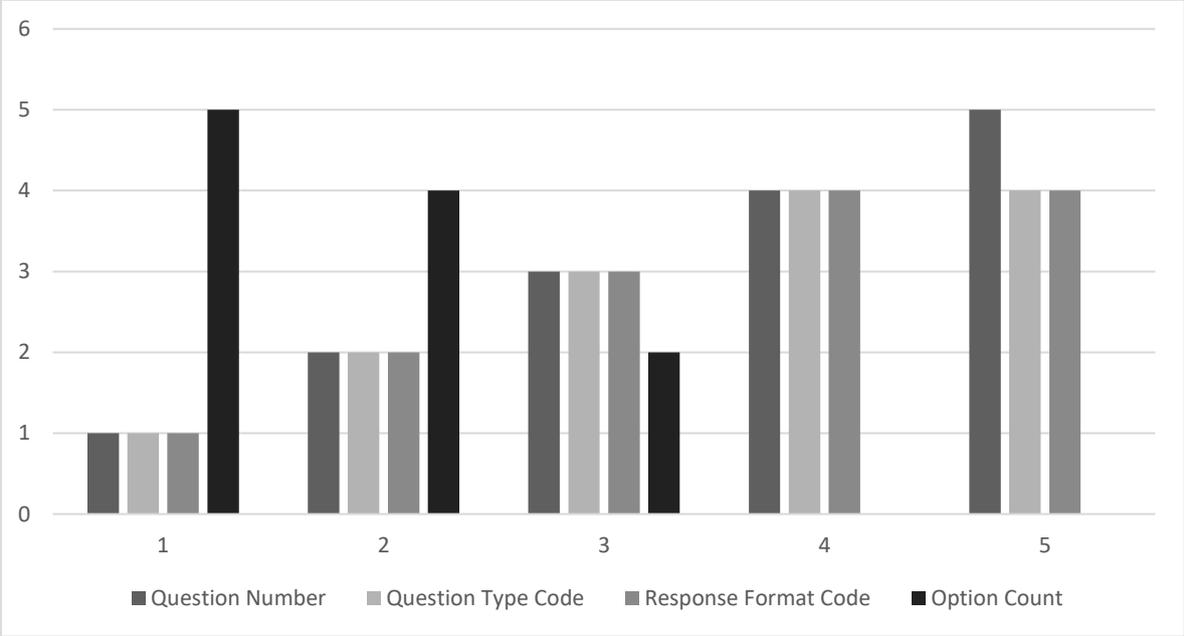


Figure 4.5: Numeric Representation of Feedback Survey Data

The figure 4.5 shows the numeric structure of the feedback survey questions for easier analysis.

Well written feedback questions should aim to extract both quantitative and qualitative insights to maximize the gathered data. Quantitative research generates measurable criteria, such as satisfaction ratings on a scale from 1 to 5, thereby facilitating tracking of development over time. Open-ended inquiries help one to better grasp the expectations and experiences of consumers since they enable more thorough comments and recommendations. Using integrated data analysis could help the organization to enhance its whole customer contact strategies, response times, and follow-up scripts.

The corporate evaluation process depends on constant input reporting. Every week or month, we produce and distribute feedback summary reports to the relevant teams outlining trends, notable findings, and areas of current need for improvement. These studies will allow a company to implement better follow-up strategies, customer-centric thinking, and an excellence company-wide culture. If 4A Medical sees criticism as an opportunity for continuous education rather than a one-time assessment, over time it stands to attract more loyal and loveable patients.

5. DISCUSSION AND CONCLUSION

5.1 CRITICAL EVALUATION OF FOLLOW-UP PRACTICES

This study aimed to examine and improve the customer follow-up process at 4A Medical, focusing on the period following initial contact. Based on a multi-method approach including employee interviews, internal observations, and survey responses the findings reveal essential insights into current practices and their shortcomings, while suggesting effective strategies for improvement.

Although every employee recognizes the need of follow-up, the study revealed that its application is not always consistent and is usually hampered by the lack of a methodical approach. About follow-up, staff members usually rely on their best judgment and use WhatsApp, phone calls, and few email correspondence. This hand-made and disorganized approach sometimes results in missed opportunities, postponing of tasks, and necessity of supervision. Establishing a consistent follow-up program is difficult since it requires a lot of effort and person memory cannot be guaranteed. The data also revealed that every client received varied treatment: some valued high-potential clients or those who had past business with them, while others hardly gave follow-up any thought.

This selective behavior limits the company's ability to systematically nurture potential customers. The limitations of Excel as a follow-up tool were frequently mentioned, with employees expressing a strong need for a more sophisticated and automated solution, such as a customer relationship management (CRM) system that provides reminders, performance tracking, and communication logs.

Employees that interacted with clients reported having issues receiving answers, which made it harder to stay consistent and motivated. The lack of consistent templates or schedules exacerbates the process and leads to varying levels of staff follow-up.

Several key recommendations were proposed to address these issues: implementing a CRM system, scheduling regular follow-up meetings, conducting staff training, and adopting feedback tools. When executed correctly, these steps can streamline the follow-up process,

reduce human errors, and ultimately enhance customer retention and satisfaction through increased efficiency. The study highlights the essential requirement for structured follow-up to cultivate and maintain robust consumer relationships within the healthcare supply chain.

Although 4A Medical has committed personnel and strong client relationships, the existing system lacks the essential tools and organization required for scalable and ongoing consumer engagement. Implementing a systematic technology-driven strategy can improve operational efficiency and client loyalty, promoting sustainable growth.

5.2 FUTURE RECOMMENDATIONS

These results lead one to suggest many strategic changes. Automating reminders, structuring correspondence records, and enhancing general customer follow-up all depend on first putting a customer relationship management (CRM) system fit for the company's workflow into use. Second, creating a consistent follow-up schedule that which details when and how to interact with clients helps to minimize unpredictability. To improve staff members' abilities in follow-up procedures and professional communication, training courses should also be held. Moreover, grouping clients according to priority and possible value would enable better allocation of resources. At last, using a customer feedback mechanism to gather answers following every contact helps to ensure that follow-up plans based on real-world client input are always developing.

5.3 STRENGTHS OF THE RESEARCH

The work in question possesses a number of distinguishing characteristics that enhance its dependability and practicality. Before anything else, the research was conducted using a mixed-methods approach, which included both qualitative (for example, interviews) and quantitative (for example, survey statistics) data. This allowed for the creation of a full image of the follow-up procedure at 4A Medical. Second, the research was based on the experiences of actual workers, which ensured the reliability of the findings and ensured that they were in close accordance with the actual working environment. Third, the research investigated a particular operational difficulty, which was the pursuit of customer follow-up. This immediately renders the results applicable and implementable inside the organization. In addition, ethical concerns were carefully examined during the process of data collection in order to ensure confidentiality and appropriate utilization of information, which ultimately contributed to an increase in the research's level of professionalism and credibility.

5.4 SUMMARY AND FINAL DISCUSSION

The last part of this paper focused on the good impact of efficient customer follow-up strategies in raising service quality and client experience. The study looked at several approaches 4A Medical uses and found interesting chances for development. The study underlined the great chance for a methodical follow-up system and the integration of new technology, such as assessment tools and customer relationship management (CRM) systems, to improve our knowledge of consumer demands and satisfaction. The study also proposed future suggestions for improving these approaches, noting that service robots and other automated technologies could help streamline customer communication. Regular employee training on the importance of customer follow-up also contributes to building a continuously evolving work culture. This study provides an insightful analysis of how improving customer follow-up impacts the company's development, indicating a clear path for 4A Medical toward operational improvement.

5.5 COMPARISON TO LITERATURE REVIEW

All of the arguments presented in 4A Medical are supported by the results. According to the research, CRM software, effective communication across cultures, and systematic follow-up all lead to improved conversion rates and happy consumers. In any case, 4A Medical follows a cookie-cutter strategy, has uneven follow-up plans, and relies on Excel and manual tools instead of implementing standard processes across different marketplaces. Both the organization's operational restrictions and global studies have shown that this mismatch emphasizes the crucial need of developing an organized and focused follow-up plan.

6. CONCLUSION

This research highlights the critical importance of customer follow-up in improving customer experience and achieving service excellence. A comprehensive study of current follow-up practices at 4A Medical revealed several strengths and areas for improvement. The study indicated that a more standardized and efficient follow-up process would significantly improve the organization's performance by providing unified communication with customers and immediate updates on their requests.

Furthermore, the research emphasized the future benefits of integrating advanced technologies, including customer relationship management (CRM) systems and automated service tools such as service robots. These technologies improve operational efficiency and enable a more profound understanding of customer behavior, facilitating the customization of services and follow-up plans to more effectively align with customer expectations. It was recognized that implementing consistent methods for collecting feedback is vital to understanding customer satisfaction and identifying areas for improvement.

The study's findings indicate a necessity for an effective follow-up mechanism that integrates human interaction with technological solutions. To ensure the company's follow-up procedures align with customer requirements and expectations, ongoing training for employees on the significance of customer follow-up and relationship building is essential. The study results demonstrate that 4A Medical enhances customer satisfaction, loyalty, and performance through the development of its follow-up methods. Implementing the proposed innovative suggestions and solutions will enable 4A Medical to strengthen its current position and secure future growth and success in a competitive market.

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APPENDIX A: Structured Interview Results on 4A Medical's Customer Follow-Up Policies.

APPENDIX A This table provides a summary of the replies received from four workers discussing the procedures of customer follow-up. Challenges, existing approaches, and recommendations for enhancing the process are all brought to light in this report.

#NO	The question	Employee 1	Employee 2	Employee 3	Employee 4
1	How do you follow up with your customer?	Whatsapp, phone calls.	Maybe call agine or sending email	If we remember or take note, we	Email , whatsapp
2	Do you follow up with all your customer?	All	Only some	Only some	All
3	Is there a follow-up reminder system?	No	No	No	No
4	What are the biggest follow-up challenges?	Receiving feedback from customer.	Some customers do not answer the call or email	We forgot following customers or offers because of our dolly intusity	I don't know
5	Is Excel sufficient for follow-up?	No	Yes	I don't think	No, is not enough

6	Have solutions been proposed to improve follow-up?	Yes, CRM it may help	No	We need online system to reminds us to follow up	Software
7	How often do we forget to follow up with clients?	Sometimes	Maybe ones in week	Mostly	Sometimes
8	Does workload affect follow-up?	Yes	No	Yes	Yes
9	Do you think improving the follow-up process is important?	Yes	Yes	Yes	Yes