

A REPORT ON POSITIVE CHANGES

SEQUEL PTY LTD

sequel
BOOKS &
STATIONERY

OVERVIEW:

We are pleased to announce that we have taken significant steps to improve our systems and services to better meet your needs. Our team has been working hard to provide a more sophisticated and streamlined experience for you, and we are excited to share the following updates:

- » **Redesigned Website:** We are currently in the process of redesigning our website to make it easier for you to browse and find what you need. The new website is being designed to be more user-friendly and intuitive, ensuring that you can quickly access the information and resources you require. As part of this redesign, we are creating separate landing pages for parents and schools.
- » **Resources for parents:** For parents, we are creating a landing page with all relevant links and information, so you can find everything you need in one place. This landing page is still being developed, and we are continuously adding and updating content to make it as helpful as possible.
- » **Resources for schools:** Similarly, for schools, we are creating a landing page with all relevant links and information. From information about our Back-to-School services, to creating your school account, standing orders, wish lists, sponsoring, and other library services. We are working to ensure that this landing page provides a one-stop-shop for all the resources that schools need to access our services.
- » **Library Services:** In the library services section, we are introducing a "Find a Book" option that will allow schools to browse the Australian curriculum by subject and age group. This new feature makes it easier for you to find the books you need, so you can focus on your students' learning and development.

CUSTOMER SERVICE:

Another positive change is the expansion of our customer service team. The decision to expand our customer service team is poised to address the current challenges:

- » **Better resolution rates:** With a larger team, we will be able to handle more customer inquiries and provide faster resolution times.
- » **Improved Service Quality:** Our customer service team members will be better equipped to handle a broader range of inquiries and provide more in-depth support.
- » **Dedicated Support:** Our customers will have access to dedicated support representatives who will be responsible for managing their enquiries from start to finish. This will ensure a more consistent experience for our customers.
- » **Improved Customer Experience:** By providing faster and more efficient customer support, we aim to create a more positive experience for our customers. This will help to build and foster long-term relationships.