



Ethiopian TVET-System



customer contact works support LEVEL-II

Based on August 2012GC Occupational standard

Module Title: Delivering Service to Customers

TTLM Code: EIS CCS2 TTLM 0919v1

This module includes the following Learning Guides

LG08: Establish Contact with Customers

LG Code: EIS CCS2M03 LO1-LG-08

LG09: Identifying customer needs

LG Code: EIS CCS2M03 LO2-LG-09

LG10: Delivering service to customers

LG Code: EIS CCS2M03 LO3-LG-10

LG11: Processing customer feedback

LG Code: EIS CCS2M03 LO4-LG-11

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This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics –

1. Acknowledging and greeting **customer**
2. Maintaining personal dress and presentation
3. Communicating using **interpersonal skills**
4. Respecting customer background in their specific needs
5. Establishing relationship with customer
6. expressing a genuine interest in customer needs

This guide will also assist you to attain the learning outcome stated in the cover page.

Specifically, upon completion of this Learning Guide, **you will be able to –**

1. Acknowledging and greeting **customer** according to requirements
2. Maintaining personal dress and presentation in organization
3. Communicating using **interpersonal skills**
4. Respecting customer background in their specific needs
5. Establishing relationship with customers
6. expressing a genuine interest in customer needs

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described in number 3 to 20.
3. Read the information written in the “Information Sheets 1”. Try to understand what are being discussed. Ask you instructors for assistance if you have hard time understanding them.
4. Accomplish the “Self-check” **in page-**.
5. Ask from your instructor the key to correction (key answers) or you can request your teacher to correct your work. (You are to get the key answer only after you finished answering the Self-check).
6. If you earned a satisfactory evaluation proceed to “Information Sheet 2”. However, if your rating is unsatisfactory, see your instructor for further instructions or go back to Learning Activity.
7. Submit your accomplished Self-check. This will form part of your training portfolio.

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Information Sheet-1	Acknowledging and greeting customer
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1.1. Introduction

Customer service is the act of taking care of the **customer's** needs by providing and delivering professional, helpful, high quality **service** and assistance before, during, and after the **customer's** requirements are met.

1.2. Definition of customer service

Customer service means going above and beyond to keep the **customer** happy, whether that means answering any questions they have or resolving issues with a positive attitude.

Customer service is important in any business. To work effectively in any organization, you need to be able to provide effective customer service.

1.3. Acknowledge and greet customer

Customers say they want to be noticed and nearly all welcome a friendly **greeting**. You need to **acknowledge** him or her with eye contact and a smile.

Greeting customers

When you greet the customer,

- Refer to them by name if you know them-This helps to establish familiarity.
- Tell the customer your name- This demonstrates that you are accountable and that you want to help them. It also gives the customer a reference if they want to call back or visit again.
- Make sure you smile-It is important that you create a good first impression. Observe their behavior and try to work out their needs and moods as quickly as possible.

Your service will be more effective if it responds appropriately to your customer's expectations.

Customers may include:

- Internal customers.
- Contacts from other organizations.

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- External customers.
- Members of the public.
- Patients.
- Service users.

To provide customer service, you need to:

- Greet the customer.
- Identify the customer's needs.
- Follow up any required actions promptly.
- Follow up to ensure the customer is satisfied with the Service you have provided.

To successfully provide customer service, you will need to have Great interpersonal skills. It is important that you respond courteously, professionally and efficiently to customer enquiries.

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Self-Check -1	Written Test
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Directions: Answer all the questions listed below.

1. How do you build relationship with customers?
2. Who is external customer?
3. How do you build trust with customers?
4. How do you provide information to customers?

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Score = _____
Rating: _____

Name: _____

Date: _____



2.1. Maintaining Personal Dress

Dressing professionally

In most industries, **professional dress** means wearing a suit – slacks or skirt, button shirt, and a matching jacket. Men should **wear** a tie and **dress** shoes, and women should **wear** stockings and closed-toe shoes. Suits should be in neutral colors such as grey, navy, brown or black.

2.2. Importance of dressing professionally

The major reason why **dressing** in proper business attire is **important** for every business **professional** is because it presents a visual image and sends a message that the employees are **professional**.

Dress code and its importance

Your **Dress Code** Tells Employees What Is Expected Business **Attire** at Work. A **dress code** is a set of standards that companies develop to help provide their employees with guidance about what is appropriate to wear to work.

2.3. Maintaining Personal Presentation

Good personal presentation

Personal presentation means dressing smartly, being clean and having **good personal** hygiene, and carrying yourself well.

Presentation means making a strong first impression and appearing professional. Whatever the dress code **presenting** yourself well means you've done your research and taken the time to fit in.

Improving personal presentation

Ways to improve Personal presentation skills

1. Set your goals. Ask yourself what you want to achieve with your presentation and how it's going to benefit your audience.
2. Show some passion.
3. Use personal stories.



4. Add some humour.
5. Include take-home points.
6. Ask questions.
7. Be prepared.
8. Practice - then practice again.

2.4. *The important of good personal presentation*

People who lack **self**-esteem and confidence may fail to convey their message effectively or fully utilize their skills and abilities because of the way they present themselves. By improving your **personal presentation** you improve your communication skills and reduce barriers to understanding.

2.5. *Personal presentation in the workplace*

Personal presentation is a communication skill and **work** skills you can build as Professional. **Personal presentation** means the way you present yourself in everyday situations, and more stressful ones like job interviews.

Personal Presentation Skills includes

- Self-Motivation
- Building Confidence
- Improving Self-Esteem
- Personal Appearance

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Self-Check -2	Written Test
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Directions: Answer all the questions listed below.

1. _____ is a set of standards that companies develop to help provide their employees with guidance about what is appropriate to wear to work.
2. *Which of the followings are ways to improve Personal presentation skills*
 - A. Ask questions.
 - B. Be prepared.
 - C. Practice - then practice again.
 - D. All

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Score = _____
Rating: _____

Name: _____

Date: _____



3.1. Interpersonal communication

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face **communication**.

Interpersonal communication is the process of exchange of thoughts, ideas and emotions between two or more people. This includes both verbal and non-verbal elements of personal interaction..

3.2. Importance of interpersonal communication

Good **interpersonal communication** skills enable us to work more effectively in groups and teams, which may be either formal, like at work, or informally - in social situations. **It** is often desirable to build strong relationships with others, which can in turn lead to better **communication** and understanding.

3.3. Characteristics of interpersonal communication

Characteristics of interpersonal **communication** include:

- Share meaning,
- Meet social goals,
- Manage personal identity,
- Conduct **relationships**.

Interpersonal skills

Interpersonal skills include a wide variety of **skills**, though many are centered on **communication**, such as listening, questioning and understanding body language. They are able to **communicate** effectively with others, whether family, friends, colleagues, customers or clients.

Interpersonal skills include speaking, explaining, persuasion, and active listening. In the business world, it refers to a person's ability to communicate and interact effectively within the organization with colleagues and seniors.

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Examples of interpersonal skills

- Active listening.
- Teamwork.
- Responsibility.
- Dependability.
- Leadership.
- Motivation.
- Flexibility.
- Patience.

Interpersonal skills are the life skills we use every day to communicate and interact with other people, both individually and in groups. People who have worked on developing strong interpersonal skills are usually more successful in both their professional and personal lives.

Employers often seek to hire staff with '*strong interpersonal skills*' - they want people who will work well in a team and are able to communicate effectively with colleagues, customers and clients.

Interpersonal skills may include:

- listening actively to what the customer is communicating
- providing an opportunity for the customer to confirm their request
- questioning to clarify and confirm customer needs
- seeking feedback from the customer to confirm understanding of needs
- summarising and paraphrasing to check understanding of customer's message
- using appropriate body language

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Self-Check -3	Written Test
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Directions: Answer all the questions listed below.

1. _____ is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages.
2. List the Characteristics of interpersonal **communication**

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



4.1. Multicultural Customers

Your work with colleagues and clients from other cultures can be very interesting. It can also be very challenging on occasion when their beliefs and attitudes are very different from your own.

Individual differences and beliefs affect everything we do and say. We may not even be aware of these differences. Often we base our expectations of others on our own experiences. If you have not had experience with people outside your own culture, you may find your expectations of how others should act are misguided.

Think about some of the attitudes, ideas and beliefs that people from other cultures have that are different to yours.

An essential part of the functioning of a team is being aware of cultural practices and/or differences and using effective communication techniques to further understanding. To effectively contribute to best practice in an organization workers need to consider that values are beliefs and attitudes they may have about:

- how things should be seen in the world
- how people should act in certain circumstances
- How the important aspects of life are handled, e.g. money, family, relationships, power, male and female roles.

4.2. Benefits of Multicultural beliefs and attitudes

These beliefs and attitudes are extremely important and personal. Values are formed and absorbed by people as they develop through childhood. Customary ways of behaving and responding to situations can vary considerably from one society to another.

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You should not see these customs as right or wrong; you should learn to understand the reasons behind them.

You should always:

- Be respectful of cultural practices, attitudes and beliefs. e.g removing shoes before entering a home
- show consideration, e.g. think of the needs of others from their point of view
- be polite, e.g. use the preferred title and the appropriate tone of voice, listen to others speak each other
- show genuine interest
- Respect a person's right to privacy and confidentiality.

When speaking a person from another culture, you may need to consider:

- different ways of speaking or titles that may be preferred
- male and female roles clearly defined along cultural boundaries
- different speech patterns / language
- codes of behavior
- clothing
- non-verbal communication and body language eg eye contact, use of touching etc
- Use of physical space.

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Self-Check -4	Written Test
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Directions: Answer all the questions listed below.

1. *How you respect Customer Background in their Specific Needs*

Note: Satisfactory rating - 3 points Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



5.1. Establishing Relationship

Customer Relationship is a complex process which is based on a good knowledge of habits and needs of customers. It assumes constant collection of information of customer's behavior is to give offer to customers based on his needs. Establishing a customer relationship concept implies continuous changes on customers and company. There are four primary reasons why company adjust their business processes to customers' needs:

- Retention of existing customers,
- Attracting new customers,
- Encourage customers to deepen cooperation with bank,
- Informing customers about portfolio of products, services and communication channels, with aim of increasing profits or prevent losses.

Ways to Build Customer Rapport or Relationship

- Get Their Name First.
- Speak With a Smile.
- See It From the Customer's Perspective.
- Share Their Priorities.
- Allow Them to 'Get It All Out'
- Repeat Back.
- Make Their Problem Your Problem.
- Understand the Customer's Emotional Drivers.



Self-Check -5	Written Test
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Directions: Answer all the questions listed below.

1. List the ways to Build Customer Rapport or Relationship

Answer key

Q. 1

- Get Their Name First.
- Speak With a Smile.
- See It From the Customer's Perspective.
- Share Their Priorities.
- Allow Them to 'Get It All Out'
- Repeat Back.
- Make Their Problem Your Problem.
- Understand the Customer's Emotional Drivers.

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet-6	Expressing a genuine interest in customer needs
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6.1. Genuine interest

Promoters consistently experience positive interactions with a company. These interactions may take place in person, over the phone, or online. We'll focus on how frontline employees can express genuine interest in customers through face-to-face interactions:

- **Consistently demonstrate the welcoming basics:**
Smile, make eye-contact, and add enthusiasm to your voice!
- **Remember names.**
Customers love the sound of their own names! Remembering and using names is key to establishing relationships.
- **Remember preferences.**
Customers will feel valued—and maybe even just a little important—when you recall their preferences.
- **Anticipate needs.**
Customers appreciate it when you demonstrate the initiative to provide them with things they may need without being asked to do so.
- **Display a sense of urgency.**
Customers appreciate it when you hustle on their behalf.
- **Ask questions to build rapport.**
During the morning rush hour, you can expect to find a line of time-pressed commuters waiting to place their orders.
- **Seek customer feedback.**
Try and go beyond the pen-and-paper or web-based comment cards or satisfaction surveys. Make it more personal by asking customers for feedback.
- **Thank customer.**

This may sound a bit elementary but it's worth repeating. Seriously, watch the next several transactions ahead of you at your local coffee shop, supermarket, or bank.

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Customers prefer to do business with people they like. You can gain this approval by establishing rapport, or a positive connection, with a customer.

Rapport can be established by:

- ✓ Asking questions
- ✓ Making eye contact
- ✓ Offering to help
- ✓ Recognizing mutual interests
- ✓ Simple gestures such as calling a customer by their name

You will usually find that the customer responds to this type of behavior by identifying you as being keen to assist them to understand their needs and find a solution to their problem. The time you take to establish a relationship with the customer will enhance their commitment and trust in the organization.

Make Every Interaction with Customers

1. Show empathy and gratitude.
2. Be conscientious.
3. Be transparent and communicative.
4. Ask for and act on customer feedback.
5. Delight your customers whenever you can.
6. Go where your customers are.
7. Talk like a human.

Activity: 1 How do you talk to customers face to face?

2.6. Face-to-Face Customer Service Essentials

1. Give a warm welcome.
2. Know your apples.
3. Use positive language.
4. Understand body language and be proactive.
5. Listen!
6. Be adaptable.
7. Ongoing Review and feedback

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Self-Check -6	Written Test
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Directions: Answer all the questions listed below.

1. How do you talk to customers face to face?

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Score = _____
Rating: _____

Name: _____

Date: _____



Instruction Sheet	G09: Identify Customer Needs
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This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics –

- Use questioning and active listening
- Assessing customer needs for urgency
- Providing customer with available information
- Assisting customer to identify preferred option/s
- Identifying personal limitations in addressing customer needs

This guide will also assist you to attain the learning outcome stated in the cover page.

Specifically, upon completion of this Learning Guide, **you will be able to –**

- Use question and active listening
- Assess customer needs for urgency and prioritizing
- Providing customer with available information
- Assist customer to identify preferred option/s
- Identify personal limitations in addressing customer needs

Learning Instructions:

5. Read the specific objectives of this Learning Guide.
6. Follow the instructions described in number 3 to 20.
7. Read the information written in the “Information Sheets 1”. Try to understand what are being discussed. Ask you instructors for assistance if you have hard time understanding them.
8. Accomplish the “Self-check” **in page-**
9. Ask from your instructor the key to correction (key answers) or you can request your teacher to correct your work. (You are to get the key answer only after you finished answering the Self-check).
10. If you earned a satisfactory evaluation proceed to “Information Sheet 2”. However, if your rating is unsatisfactory, see your instructor for further instructions or go back to Learning Activity.
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1.1. Introduction

A customer comes into your store because they *need* or *want* something. Your communication with this customer could be quite involved.

Other customers come in to your store simply to browse, and may not make a purchase. Your communication with these customers will most likely be quite brief. In the retail workplace, you will be meeting many different people - your customers - every day. After greeting the customer, you will work towards a two-way communication that focuses on the customer's needs. Because excellent service involves meeting the needs of your customers, it makes sense that you will want to find out what their needs are.

1.2. Using questioning and active listening

Effective questioning involves the use of two distinct types of question, the **open** and the **closed**.

Communication Skills

How you communicate to your customers is just as important as what you say. Follow these guidelines:

- **Build rapport with customers.** Put them at ease and make them feel comfortable. When your customer or prospect enters your store, phones your office, or logs onto your Web site, reinforce your eagerness to deliver extraordinary service. This sets the tone for the rest of the transaction.
- **Make a lasting, positive first impression.** This will enhance the customers' visits, whether they're asking questions, browsing, or ordering.
- **Show appreciation.** Customers want to feel special, and your attitude and behavior must reinforce your view that they're important. When you value



customers, your sincerity makes them more receptive and enthusiastic about your business.

- **Seek ways to help customers.** Find out what your customers want more or less of — and respond accordingly. Get a head start by reviewing customer complaints and other feedback. Then take steps to maximize each customer encounter.
- **Strive to understand their needs each time you deal with them.** By exceeding their expectations at any given moment, you make an instant positive impact. A desire to uncover your customers’ needs or wants will provide you with a competitive edge.

Here are some questions you can ask customers to show your eagerness to help:

- What would completely satisfy you?
- How can I make things easier for you?
- Can you think of any other ways I can help you?
- **Listen attentively.** Pay attention to your customers’ words, tone, and body language. According to a UCLA study on communication, 7 percent of our communication is verbal, 38 percent is tone of voice, and 55 percent is nonverbal. That means your words alone will not make everything better; you need to align your gestures, facial expression, and voice tone to send a complete message of support and concern for the customer. Rapt listening will enhance your understanding of what your customers need and make them feel valued.
- **Establish a long-term relationship.** Don’t just dwell on making a strong first impression; remember that "last impressions" count, too. Never miss an opportunity to thank customers. Tell them you’d like to see them or hear from them again. Then do something to make them want to come back or refer you to a friend or colleague, such as offering a referral bonus if they bring in new business.

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Self-Check -1	Written Test
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Directions: Answer all the questions listed below.

1. Write Effective types of questions

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet-2	Assessing customer needs for urgency
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2.1. Assessing customer needs for urgency

Clarify and accurately identify customer needs and expectations, using appropriate interpersonal skills

2.2. The general needs of customers

We are all customers in our daily lives. We might be customers at places such as: train stations, gas stations, supermarkets and banks. As a customer, what qualities would you be like to see in the people and the organization providing services to you? Listed below are some qualities you might have considered.

Qualities	Customers need you to...
Accessibility	<ul style="list-style-type: none"> • be easy to talk to (approachable) • be easy to contact
Responsibility	<ul style="list-style-type: none"> • be willing to keep customers happy • provide prompt service
Courtesy	<ul style="list-style-type: none"> • be polite, respectful, considerate, friendly
Reliability	<ul style="list-style-type: none"> • perform the promised service dependably and accurately • be punctual
Security	<ul style="list-style-type: none"> • provide security, ie, freedom from danger, risk or doubt (eg security of data, protection of health and safety)
Good communication	<ul style="list-style-type: none"> • keep them informed, in a language they can understand • listen to them

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- Understand the customers
 - make an effort to know them and their needs
- Credibility
 - be trustworthy and honest
- Competence
 - have the skills and knowledge to perform the service
- Confidentiality
 - not discuss matters relating to them (except with other staff, if appropriate)

Remember that as a person who provides a service, your customers would like to see these qualities in you.

Customers’ specific needs

Customers have different needs. For example,

- They may need information (eg how to enroll in a course),
- A product (eg a book), or a service (eg a bus trip).
- Sometimes they may need to complain and are looking for an apology and for someone to take responsibility and action.

Customers can be internal or external to the organization. They may use a service daily or only occasionally.

Sometimes their needs are very specific, eg, they may want a certain product delivered. Sometimes their needs aren’t so clear, eg they may not know what they want or need and are asking you to provide solutions.

Identifying customer needs or concerns involves:

- **active listening**—allowing the customer to explain their need or concern, without trying to solve the problem immediately
- **questioning**—using questions such as reflective questioning techniques to draw out the exact need or concern

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- repeating what was agreed on as an action plan
- encouraging customer to propose solution
- Deciding on the urgency of the customer's needs.

Self-Check -2	Written Test
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Directions: Answer all the questions listed below.

1. List the qualities of customers need

Answer key

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Score = _____
Rating: _____

Name: _____

Date: _____

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Information Sheet-3	Providing customer with available information
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3.1. Providing customer with available information

Information is news or knowledge received or given. Information is considered as a fundamental building block of reality, along with matter and energy. Yet the word information is often employed as a container term that represents many different modalities ranging from information constituting a physical parameter to the daily transmission of the news in human culture.

3.2. Provide customer with information

Your communication skills will be important when dealing with some customers who are unsure of what information they require. Often customers will request one specific piece of information and after questioning them as to their need you will ascertain quickly there are other products or services that would also suit them.

Providing information

Organizations have different methods and procedures for providing requested information to customers. For example, an organization may have specific material that can be sent to anyone who asks for general information. It may have rules for sending urgent information to a customer. Certain enquiries may only be handled by a particular department. Generally, material that is mailed to customers has a 'With compliments' slip attached and is signed by the appropriate person. Be familiar with all the correct procedures for providing information to customers.

Information may be provided:

- Over the telephone
- Through the mail
- Via email
- Via facsimile
- In person

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Understand what information can be passed on and the best way to get the information to customers

Some organizations require customer service and sales staff to keep a personal collection of brochures catalogues, price lists and services lists at their desk so that the information is quickly available. The material should always be up to date.

Remember that every time you deal with a customer you affect their impression of the organization. Satisfying customers quickly and efficiently gives them a good feeling about the organization.

Organizations with websites should tell their customers about the website and the information it contains. They should also make sure this information is current.

Activity

Procedures for sending information to customers

General enquiries

Send a prepared package of information to anyone who calls asking for information. The information pack may include a brochure, price list, specific information sheets on products and services and a catalogue of products.

Particular customer groups

Specific types of information should be sent to specific customers on request.

For example, people who have attended a recent seminar presented by our organization may need follow-up brochures.

Sending information urgently

Email or courier information if a customer needs it urgently. Be aware of the organization's procedures in these cases.

Re-directing enquiries

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If your department or area cannot supply the requested information, direct the customer to the appropriate person in the relevant department or area, or our website.

3.3. Following up requests for information

If the information or material requested is not immediately available, send the information as soon as it is, preferably within two weeks. Information received too late may mean losing a customer.

1. What is Chambers Ltd procedure for sending information urgently?
2. Who should you direct customers to if you cannot help them?
3. If information is not available at the time it was requested, when should it be sent or provided to the customer?

Give customers the information they need

This is no idle question. Giving your customers what they need is critical to building their engagement and loyalty. You cannot create a great customer experience by leaving them guessing.

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Self-Check -3	Written Test
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Directions: Answer all the questions listed below.

1. List methods for providing requested information to customers.

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



4.1. Assisting customer to identify preferred option/s

Activity How do you identify customer needs and expectations?

To **identify needs**, you must both listen and ask the right questions. After **identifying needs**, always check for additional or related **needs**. Use your knowledge and experience to **identify** and present the right products, services, and solutions to meet your **customers' needs**. The three crucial things a customer needs are: Fair price. Good service and Good product.

Customer needs are the named and unnamed needs your customer has when they come in contact with your business, your competitors, or when they search for the solutions you provide.

How to Deal with Angry Customers

- Remain calm.
- Practice active listening.
- Repeat back what your customers say.
- Thank them for bringing the issue to your attention.
- Explain the steps you'll take to solve the problem.
- Set a time to follow-up with them, if needed.
- Be sincere.



Self-Check -4	Written Test
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Directions: Answer all the questions listed below.

2. How to Deal with Angry Customers?

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet-5	Identifying personal limitations in addressing customer needs
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5.1. Identifying personal limitations in addressing customer needs

Identifying personal limitations in addressing customer needs, and seeking assistance

There may be times when you are not able to meet the needs of a customer and will need to seek assistance from others in the organization.

Redirecting an enquiry

Sometimes it may not be possible to respond to a request and help the customer immediately. The information requested might be specific to a particular area and the person the customer needs to speak to might be unavailable. The information might need to be checked with someone else before it is given to the customer.

To deal with the request straight away, you may need to identify the designated person within the organization who has responsibility for a particular product or service. This may be your manager or supervisor, it may be someone who is experienced and has specific or detailed knowledge or staff from other work areas that have expertise related to a particular product or service.

Designated persons may include:

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- manager, supervisor or team leader
- more experienced personnel with specific knowledge or information
- staff from other work areas with particular product or service knowledge

Self-Check -5	Written Test
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Directions: Answer all the questions listed below.

1. Who is designated persons

Answer key

- manager, supervisor or team leader
- more experienced personnel with specific knowledge or information
- staff from other work areas with particular product or service knowledge

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Instruction Sheet	LG10: Deliver Service to Customers
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This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics –

- Providing prompt customer service
- Providing information regarding problems, and follow-up
- Communicating with customers in a clear, concise and courteous manner
- Identifying **opportunities** to enhance and improve quality of products and service

This guide will also assist you to attain the learning outcome stated in the cover page.

Specifically, upon completion of this Learning Guide, **you will be able to –**

- Provide prompt customer service
- Provide information regarding problems, and follow-up
- Communicate with customers in a clear, concise and courteous manner
- Identify **opportunities** to enhance and improve quality of products and service

Learning Instructions:

2. Read the specific objectives of this Learning Guide.
3. Follow the instructions described in number 3 to 20.
4. Read the information written in the “Information Sheets 1”. Try to understand what are being discussed. Ask you instructors for assistance if you have hard time understanding them.
5. Accomplish the “Self-check” **in page-**.
6. Ask from your instructor the key to correction (key answers) or you can request your teacher to correct your work. (You are to get the key answer only after you finished answering the Self-check).
7. If you earned a satisfactory evaluation proceed to “Information Sheet 2”. However, if your rating is unsatisfactory, see your instructor for further instructions or go back to Learning Activity.
8. Submit your accomplished Self-check. This will form part of your training portfolio.

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1.1. Providing Customer Service

Activity: Why is good **customer service** important?

Providing good **customer service** can help you: increase **customer** loyalty to your **business**. Decrease barriers to buying (for example, if your **business** has an excellent **customer service** record dealing with refunds, you're more likely to entice a hesitant buyer to purchase from you)

Companies that continually focus on the best ways to provide the **customer** with lasting value and **quality customer service** compared to the services that the **customer** could expect to receive from a competitor are assured of the potential to create loyal repeat **customers** out of each **customer** that the organization assists

- Manage your time and help others manage theirs.
- Be punctual with appointments and deadlines.
- Recognize that everyone’s time is valuable. Never be too busy to assist.
- Let your customer know if you’re going to be late or miss a deadline.
- Remember that if you’re running behind, you could affect the work of others.
- Eliminate excuses for service problems such as staff shortages, inadequate supplies and equipment. Your customers don’t care—they just want you to help them.
- Never point fingers. And don’t blame the customer.
- Hold yourself and others accountable for customer requests.
- Take personal responsibility for the customer’s request or need and follow through. If you say you’re going to do something, do it.

Activity: How does customer service affect business?

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The emotional experience a **customer** has during an interaction with your **company** directly impacts how much money they are willing to spend. It has the ability to make or break a **customer's** experience and, therefore, impacts your **company's** bottom line in many ways. Good **customer service** can flat out make you more money.

Customer satisfaction results can help to identify **important customer** requirements. Identification of the specific **customer** requirements for achieving **satisfaction** is useful at a very fundamental level. An organization is able to clearly focus efforts in those areas that are most **important** to the **customer**.

Ways to improve your customer satisfaction

- Treat every customer. Give every customer the same excellent treatment as you would like to receive yourself.
- Keep measuring customer satisfaction.
- Know how you should survey your customers – the right way.
- Keep an eye on what customers say about you on social media.

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Self-Check -1	Written Test
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Directions: Answer all the questions listed below.

1. Write the ways to improve your customer satisfaction

Answer Key

- Treat every customer. Give every customer the same excellent treatment as you would like to receive yourself.
- Keep measuring customer satisfaction.
- Know how you should survey your customers – the right way.

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



2.1. Providing information regarding problems, and follow-up

When complications such as weather, air traffic control problems and mechanical issues arise, however, our concern for your safety will always outweigh the desire to remain on schedule. While most delays don't involve the need for rebooking, some do. During these challenging situations, simply knowing more about what can be done is an important step toward getting your travel plans back on track.

- Notification of delays and cancellations
- Getting rebooked
- Lengthy tarmac delays
- Amenities for meals and overnight stays
- Children traveling alone and customers with special needs
- Your checked bags
- Refunds

Activity: What are the problems in customer service?

Customer Service problems and How to Solve Them

- Not having an answer to a question.
- Transferring calls to another department.
- Failing to understand what customers want.
- Dealing with angry customers.
- Exceeding customers' expectations.
- Serving multiple customers.
- An outage or other crisis occurs.
- Having to serve multiple customers at the same time. ...
- Being time-pressed to give a response when you don't have one.
- Facing an irate customer.
- Having no solution to the customer's problem.

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- Not being able to give a bigger discount.
- Admitting the lack of a feature or a product.

Causes of Poor Customer Service

- Nightmarish telephone systems.
- Lack of employee engagement.
- Confusion about how to handle a wide variety of situations.
- Lack of knowledge about products or policies.
- Dealing with work overload.
- Feeling powerless to resolve issue

Activity: How do you solve customer service problems?

- Listen to the customer and show genuine empathy.
- Assess the situation.
- Ask for the customer's needs and preferences.
- Offer a solution and give options whenever possible.
- Deliver the solution.
- Follow up with the customer.
- Address the issue within the company.

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Self-Check -2	Written Test
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Directions: Answer all the questions listed below.

1. Write the causes of poor customer service

Answer key

- Lack of employee engagement.
- Confusion about how to handle a wide variety of situations.
- Lack of knowledge about products or policies.
- Dealing with work overload.
- Feeling powerless to resolve issue

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



3.1. Communication with customer

The essential nature of communication

Communication is essential in any workplace. Without communication it is not possible to know a client’s wants or needs or how best to offer care. However communicating effectively with people with whom you do not share a language can be very challenging

Relations with customer

- A. Poise** is a reflection of inner confidence. It is a combination of self-control, self-confidence & the ability to adopt oneself to different situations without any apparent distress or disturbance.
- B. Cooperativeness.** Since there are few jobs within a company that can be done in isolation, workers should be able to co-operate with each other. Co-operation means employees work together in meeting the goal of the companies. The office functions best where an atmosphere of real friendliness and cooperation exists among employees.
- C. Tact:** A tactful person senses the proper thing to do or to say. Tactfulness involves knowing how to phrase negative statement as positively as possible so as not to hurt others. In other words, tact refers to a polite and kind but firm personality attitude & is the result being concerned about other people’s feelings and problems rather than being self-centered.
- D. Social Attitude:** When people work together, there is a degree of friction & certain amount of gossip. However, you should not become involved in such matters. Moreover, to be identified with particular faction (troublesome groups), to create or convey gossip is not expected from a secretary.

Hence, to enjoy a successful business career, you will have to make proper social adjustments. Although there are no hard and fast rules for making these adjustments natural, sense of humour is of great asset.

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E. Courtesy: Means having or showing polite behavior and good manner. To be courtesy costs you nothing. Yet it pays the greatest dividends. Examples of courteous behaviors are:

- A friendly good mornings and good nights
- A gracious “thank you” and “you are well-come” in dealing with others. It involves an attitude of consideration for others.
- Using the word “please” in asking a help rather than demanding it.
- “Excuse me”

Moreover, secretaries should have a good office manner. Inappropriate office behaviors/personal habits that may or may not offend others but that are not good forms should be avoided.

- Combing the hair
- Applying make up
- Adjusting clothing
- Cleaning the nails although all are necessary, they should be taken care of in private not in the office.

F. Common Sense: The secretary should rely on her common sense to take corrective measures wherever necessary. For example, suppose the employer calls a meeting on a holiday or suppose there is a computation error in either an incoming or an outgoing letter. Be on your toes to catch such error

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Self-Check -3	Written Test
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Directions: Answer all the questions listed below.

1. What are the essential nature of communication

Answer key

- Poise
- Cooperativeness
- Tact
- Courtesy
- Social attitude
- Common sense

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____

Information Sheet-4	Identifying <i>opportunities</i> to enhance and improve quality of products and service
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4.1. Identifying *opportunities* to enhance and improve quality of products and service

Activity: How can the quality of product or services be improved?

Customer satisfaction, **service quality** and loyalty are most **important** factors in today global economic downturn for retention, profitability and productivity of the business as a whole. ... They also said that for a better-**quality service**, it is **necessary** to understand and take action to the customer's expectation.

Service quality is an assessment of how well a delivered **service** conforms to the client's expectations. **Service** business operators often assess the **service quality** provided to their customers in order to improve their **service**, to quickly identify problems, and to better assess client satisfaction.

A clean work area **helps** draw attention to possible problems or safety hazards. Therefore, the **5S** Principles implemented as part of a larger Lean initiative or as a standalone tool can reduce waste, **improve quality**, promote safety and drive continuous **improvement**.

The **quality policy is important** because it expresses management commitment to ensure customer satisfaction through product **quality** and can be displayed in the entrance hall.

Activity: How can we improve service quality?

Tips for Improving Service Quality Management

1. Encourage agent feedback.
2. Have agents listen to their calls.
3. Send post-contact surveys after every interaction.
4. Evaluate regularly.
5. Give all agents clear and consistent standards.
6. Take a team approach to eliminate bias.

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To improve the quality of products and services

- Create a long-term plan for quality improvement, break it in to small steps, and then make changes to achieve goals of each step.
- Give supreme priority of quality in every plans and procedures. ...
- Talk often with your clients.

Opportunities may include:

- advice about warranties, guarantees or support services
- packaging options
- pricing options
- procedures for delivery of goods or service
- provision of product knowledge
- systems for recording complaints

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Self-Check -4	Written Test
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Directions: Answer all the questions listed below.

1. Improving Service Quality Management

Answer Key

- Encourage agent feedback.
- Have agents listen to their calls.
- Send post-contact surveys after every interaction.
- Evaluate regularly.
- Give all agents clear and consistent standards.
- Take a team approach to eliminate bias

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Instruction Sheet	LG11: Process Customer Feedback
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This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics –

1. Handling **customer feedback**
2. Recording feedback and communication
3. Identifying unmet customer needs
4. Discussing suitability of other products/services
5. Supporting customers to make contact with other services

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, **you will be able to –**

1. Handle **customer feedback effectively**
2. Record feedback and communication of customers
3. Identify unmet customer needs
4. Discuss suitability of other products/services in organization
5. Support customers to make contact with other services

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described in number 3 to 20.
3. Read the information written in the “Information Sheets 1”. Try to understand what are being discussed. Ask your instructors for assistance if you have a hard time understanding them.
4. Accomplish the “Self-check” **in page-**
5. Ask from your instructor the key to correction (key answers) or you can request your teacher to correct your work. (You are to get the key answer only after you finished answering the Self-check).
6. If you earned a satisfactory evaluation proceed to “Information Sheet 2”. However, if your rating is unsatisfactory, see your instructor for further instructions or go back to Learning Activity #1.
7. Submit your accomplished Self-check. This will form part of your training portfolio.

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Information Sheet-1	Process customer feedback
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1.1. Handling *customer feedback*

The lack of response is a reason why more and more companies use various methods to **get feedback without asking customers**. A systematic **feedback process** is all about enabling the **customer** to provide **feedback** and making sure the collected data is actionable towards improving your business and meeting **customer** expectations.

Collecting **customer feedback** shows you value their opinions. By asking your clients for **feedback** you communicate that their opinion is **important** to you. You involve them in shaping your business so they feel more attached to your company. Listening to their voice helps you create stronger relations with them. www.optimonk.com

Questions You Need to Ask on Your Next Customer Feedback Survey

- Don't assume you know what your customers think about their experience. ...
- Did we meet your expectations?
- How would you rate your interaction with our employees?
- Was it easy to find what you were looking for?
- Was it easy to purchase your item or service?

1.2. FEEDBACK HANDLING PRINCIPLES

The customer feedback and complaints handling procedures have been developed to reflect the guiding principles as described by

- recognize, promote and protect customer rights, including the right to comment and complain
- provide an efficient, fair and accessible mechanism for resolving customer complaints
- provide information to customers on the forms customer feedback and complaints handling process

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- increase the level of customer satisfaction with the provision of services and enhance the customer-provider relationship
- monitor and manage complaints in an endeavour to improve the overall quality of products and services
- ensure best practice application of the customer feedback and complaints handling procedure by appropriately trained staff that are monitored from time-to-time to test performance levels
- Be audited regularly to determine the effectiveness of the results it produces.

Additionally, officers must ensure that they implement the processes and principles of customer feedback and complaints handling summarized as follows:

Commitment

A commitment by company officers at all levels, to the efficient and fair resolution of complaints.

This is demonstrated by an organizational culture which acknowledges customers' rights to complain and provide feedback and which actively solicits feedback from customers.

Fairness

The customer feedback and complaints handling process will recognize the need to be fair and objective of both the customer/complainant and to those industry participants against whom a complaint is made.

Resources

Sufficient staff resources will be provided for the customer feedback and complaints handling process and each will have appropriate levels of authority and empowerment to deliver complaint determinations.

Visibility

The customer feedback and complaints handling process will be well publicized to customers and will include clear information to customers about their right to lodge a complaint and how such complaints can be submitted.

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Access

The customer feedback and complaints handling process will be accessible to all and ensure that information is readily available on the details of making and resolving a complaint.

The customer feedback and complaints handling process and supporting information will be easy to understand and use and be in plain language

1.3. Promptly recognize *customer feedback* and handle sensitively

Customer feedback is

- ✓ *Information coming directly from customers about the satisfaction or dissatisfaction they feel with a product or a service.*
- ✓ *Customer comments and complaints given to a company are an important resource for improving and addressing the needs and wants of the customer. The information is procured through written or oral surveys, online forms, emails, letters, or phone calls from the customer to the company.* www.optimonk.com

Customer feedback may be about:

- ✓ damaged goods or delivery problems
- ✓ delays
- ✓ invoicing errors
- ✓ quality of customer service
- ✓ quality of service provision

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Self-Check -1	Written Test
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Directions: Answer all the questions listed below.

- Write down Questions You Need to Ask on Your Next Customer Feedback Survey**

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____

Short Answer Questions

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2.1. Recording feedback and communication

What is communication?

Communication is a Latin word which means 'to share'. It is the sharing of information between different individuals. It includes the sharing of ideas, concepts, imaginations, behaviors and written content. **Communication** is simply defined as the transfer of information from one place to another.

What is a customer service record?

Customer Service Record (CSR) refers to the **records** a **service** provider holds with information regarding a business's account. This includes phone numbers, activity history, business and personal information like name and address, and account number. Bandwidth can reference CSRs to obtain account details.

How to Get Quality Customer Feedback and Communication?

- Provide Proactive Live Chat Support.
- Get Feedback on Live Chat Session.
- Provide Dedicated Feedback Forms on Your Site.
- Measure Your Customer Service Performance.
- Call Your Customers Regularly.
- Use Email Surveys For New Customers.
- Monitor Social Channels.
- Ask For Feedback On Order Confirmation Page. www.optimonk.com customer-feedback

2.2. Benefits of Using a Feedback Process

There are several benefits of implementing a feedback process:

- It gives your customers, service users, and your team a way to resolve problems with your product, service, or organization.

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- If set up correctly, it allows continuous [feedback](#) . Many organizations collect feedback from their teams or customers only once a year. But collecting feedback should be a constant process, not an occasional event.
- An effective feedback process gives you the data that you need to create real, lasting improvement. Team morale, product quality, and an organization's reputation may all improve as a result.
- A good process helps organizations act on the feedback that they receive. This, in turn, can create a strong bond between the organization, and its employees and customers.

The following details will be recorded:

- customer’s name and contact details
- the issue type (complaint, compliment, query, suggestion, other)
- how the feedback/complaint was received (email, fax, in person, internet, letter, telephone, other)
- the feedback/complaint priority (1 = Urgent attention, 2 = Serious, 3 = Less serious)
- incident date and time
- the issues relevant to the feedback or complaint
- the feedback and complaint summary section
- diary notes to capture all work that has been done and action that has been taken relevant to the feedback or complaint

Closed-Loop Feedback Process

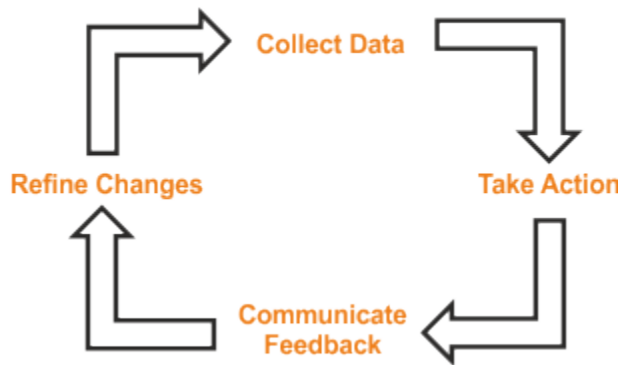
Many people spend time collecting feedback from people such as customers and employees. They may use a suggestion box or surveys, or even hire consultants to measure employee and customer satisfaction in a more scientific way.

The problem is that people often don't act on this useful feedback. Therefore, company or personal performance never improves. This is politely known as an open-loop feedback process. (Less politely, it's called a broken feedback process.)

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A more effective solution to deal with feedback is a closed-loop feedback process (see Figure 1). You can apply this process to any situation where you receive feedback or complaints. www.optimonk.com

Figure 1: The Closed-Loop Feedback Process





Self-Check -2	Written Test
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Directions: Answer all the questions listed below.

2. How do you record customer feedback?
3. What questions should I ask for customer feedback?
4. _____ refers to the **records** a **service** provider holds with information recorded.

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet-3	Identifying unmet customer needs
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2.3. Identifying unmet customer needs

The term **unmet needs** refers to the **needs** that a person didn't manage to satisfy yet. Just like there are physical **needs** such as the **need** to eat or the **need** to sleep there are psychological **needs** that people must satisfy in order to feel good. **Customer needs** are things that a **customer** wants **needs** or expects in a product or service.

Unmet need is the amount that's left to be paid after financial aid is awarded. It's the amount that your student can actually afford to pay.

But having **unmet expectations** isn't just a marriage problem. It doesn't matter whether you're single, married, working, unemployed, old, young or [insert demographic here]. Having **unmet expectations** is lethal to everyone. www.optimonk.com

How to Deal with Disappointment and Unmet Expectations

- See the event as just one small blip in your career or life—one unimportant moment in time. In fact, that's all it is.
- Don't give the event too much importance.
- Let it go as fast as possible.
- Get back to work.
- Learn from the experience.
- Forgive.
- Let go of shame.

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Self-Check -3	Written Test
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Directions: Answer all the questions listed below.

- The term _____ refers to the **needs** that a person didn't manage to satisfy yet.

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet-4	Discussing suitability of other products/services
---------------------	--

4.1. Discussing suitability of other products/services

4.1 Definition of suitability

Suitability - the quality of having the properties that are right for a specific purpose; "an important requirement is **suitability** for long trips" suitability. appropriateness - the quality of being specially suitable.

Suitability rule states that firms and their associated persons "must have a reasonable basis to believe" that a transaction or investment strategy involving securities that they recommend is suitable for the customer. An Emphasis on **Product Suitability**. **Suitability** is defined as the degree to which the **product** or service offered by the intermediary matches the retail client's financial situation, investment objectives, level of risk tolerance, financial need, knowledge and experience www.optimonk.com

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Self-Check -4	Written Test
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Directions: Answer all the questions listed below.

1. How you define suitability of product or service?

Answer Key

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



Information Sheet-5	Supporting customers to make contact with other services
---------------------	---

5.1. Supporting customers to make contact with other services

Customer support is a range of customer services to assist customers in making cost effective and correct use of a product.

It includes assistance in planning, installation, training, trouble shooting, maintenance, upgrading, and disposal of a product.

These services even may be done at customer's side where he/she uses the product or service. In this case it is called "at home customer services" or "at home customer support".

Regarding technology products such as mobile phones, televisions, computers, software products or other electronic or mechanical goods, it is termed [technical support](#).

There are *customer service* skills that every employee must master if With that said, let's get into some specific skills that every *support* employee.

5.2. Customer Service Skills that Every Employee Needs

- Patience
- Attentiveness.
- Clear communication skills.
- Knowledge of the Product. Or service
- Acting skills.
- Time management skills.

Customer service is the provision of *service* to *customers* before, during and after a purchase. A *customer support* is a range of *customer services* to assist *customers* in or *other* electronic or mechanical goods, it is termed *technical support*. To *address* this argument, many organizations *have* employed a variety of.

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Make customer service environmentally friendly and sustainable. Support customers using on-line customer service. service; communication; problem solving; behaviors; work with others; team working ensure that you are familiar with the software manual, help screens or help lines.

The key to good customer service is building good relationships. Customer service, all of your staff needs to have good communication.

A good customer service agent will change their approach when talking with You can tell that a support team knows their stuff by looking at the way they and what you can do to make their contact with you helpful and memorable.

Customer service employees have to have some specific characteristics they're great at active listening too (which is another very desirable customer service skill). Likewise, in your customer support role context, give your candidates some can 'feel' about the customer's state of mind or mood in context to the contact.

Once you find employees who have these customer service skills, make anyone on the phone, live chat, or social media customer support must as a communication studies major, I have extra excitement for this customer centric skill.

Customer service and contact with a client mean that the customer will Offer to help the caller, take a message or transfer to another staff member of the customer service professional to win their support.www.optimonk.com

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Self-Check -5

Written Test

Directions: Answer all the questions listed below.

1. List the customer Service Skills that Every Employee Needs

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

Score = _____
Rating: _____

Name: _____

Date: _____



Operation Sheet-1	Customer feedback
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As the diagram shows, there are four steps in the process:

- Collect data.
- Take action.
- Communicate feedback.
- Refine changes.

We'll look at how you can apply each step of the process in more detail, below:

Step 1: Collect data

To implement a closed-loop process successfully, first define how you'll collect feedback. For instance, will one person be responsible for collecting feedback, or will team members add feedback they receive to a central database, which you'll then review regularly? As well as collecting ad-hoc feedback and complaints, you could also send out satisfaction surveys, or ask people for their feedback during routine telephone calls.

It also helps to identify the metrics that you need to measure. Are you measuring customer satisfaction with your company's latest products? Are you measuring how happy your employees are with the new benefits package? Identify key areas for focus.

Ask specific questions when you're gathering feedback or responding to complaints. Vague questions – such as "Are you happy with the service?" – rarely provide enough data to implement real change. More specific questions – such as "How responsive did you find the customer service team?" – give you much more usable information.

Step 2: Take action

Once you have your data, use it to take action. This is the step that people skip most often. Remember, collecting feedback is of no value unless an action or change occurs.

Step 3: Communicate the feedback

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When you take action following feedback, let everyone know! This will show people that you really listened, and it will ensure that people continue to offer feedback in the future. This is another important step in the feedback process that is often overlooked.

It can also be important (sometimes!) to communicate when you don't take action. Explain the reasons why it didn't happen, or highlight other actions that you've taken instead.

Step 4: Refine the changes

This step completes the feedback loop. Here, you use any additional feedback that you've received as part of the communication step to refine and improve what you do.

Ensuring Satisfaction

An important part of managing complaints and feedback is making sure that people are satisfied with the outcome of their feedback.

This is where it can be worth following up with every person who takes the time to provide feedback. Even if that feedback is a complaint, thank them for communicating with you. People are rarely thanked for their feedback, so this will make an immediate impact.

Next, ask them directly if they're satisfied with how you handled their complaint or feedback. If not, ask them what resolution they'd like to see. If you haven't met their expectations, do what you can to resolve the issue. Any extra bits of information here can feed back into the feedback process.

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