



Ethiopian TVET-System



Clerical Work Support Level-II

Based on August 2012 G.C. Occupational Standard

Module Title: Delivering Service to Customers

TTLM Code: EIS CWS2 M01 TTLM 0919v1

This module includes the following Learning Guides

LG01. Establish contact with customers

LG Code: EIS CWS2 M01 LO1-LG-01

LG02. Identify customer needs

LG Code: EIS CWS2 M01 LO2-LG-02

LG03. Deliver service to customers

LG Code: EIS CWS2 M01 LO3-LG-03

LG04. Process customer feedback

LG Code: EIS CWS2 M01 LO4-LG-04

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

- Acknowledging and greeting **customer**
- Maintaining personal dress and presentation
- Communicating using **interpersonal skills**
- Respecting customer background in their specific needs
- Establishing relationship with customer
- 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

- Acknowledge and greeting **customer**
- Maintain personal dress and presentation
- Communicate using **interpersonal skills**
- Respect customer background in their specific needs
- Establish relationship with customer
- express a genuine interest in customer needs

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described in number --- to --.
3. Read the information written in the “Information Sheets ----”. Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.
4. Accomplish the “Self-check ---” in page ___.
5. Ask from your teacher 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 ----”. However, if your rating is unsatisfactory, see your teacher for further instructions or go back to Learning Activity #----.
7. Submit your accomplished Self-check. This will form part of your training portfolio.
8. Read the information written in the “Information Sheet -----”. Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.
9. Accomplish the “Self-check -----” in page ___.
Ask from your teacher 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 ---).



1.1 Acknowledging and greeting customer

Successful retailing is all about communicating effectively. Everything about your store, yourself and your workmates communicates a message to your customers.

Have you heard the story about the manager of the most successful Karamara's restaurant in the Jigjiga? Every morning, he used to park his car a block away and walk the distance so that he could see what his customers were seeing as they approached the restaurant. He understood that factors such as:

- Rubbish in the car-park and dirty windows could influence his customers in a negative way; and
- A tidy garden area and attractive colors could influence them in a positive way.

In this activity, you will discover how your store environment and the way you greet your customers both contribute to the message that is communicated to your customers. Creating a welcoming environment and greeting your customers are both part of creating a positive first impression... and you know the old saying "You never get a second chance to make a first impression".

Performance criteria covered
Welcoming customer environment maintained.
Customer greeted warmly according to store procedures.

Purpose

The exercises in this activity will give you the skills and techniques required to ensure that your customers feel welcome in your store, and decide to do business with you. If you have any difficulties or questions about these exercises don't hesitate to contact your facilitators who can offer you further support and assistance.

A welcoming environment

You have probably spent many hours wandering around your local shopping centre - sometimes to shop, other times just to browse.

Have you ever been attracted to a retail store by its window display - but on approaching, something has put you off actually going inside? When this happens, it is because the store has not made you feel welcome.

As shopping centers get bigger and bigger, competition for the customer's dollar is becoming fierce between retail stores.



How can you ensure that every customer walking past your store feels welcome to come inside? Think of times when you have been out with your friends or family, and you have had a "funny feeling" about your surroundings... you're not sure why, but you just don't feel comfortable. This is how some people may feel when they enter your store.

There are a number of factors that determine whether or not a customer feels that they are in a welcoming environment while in your store.

From the list below, select the factors that you feel would be important.

Question	
Lighting: is it too dark, too light?	
Color: decor, overall look	
Merchandise: do the products appeal to you?	
Prices: do things look too cheap or too expensive?	
Smell	
Sounds: e.g. music playing	
Staff: do they look friendly, approachable?	
Cleanliness: is the store tidy and clean?	
Floor coverings	
Signs/posters: are they visually appealing?	
Store layout: is it cluttered with stock, or too sparse?	
Entrance	

Welcoming environment exercise



How did you go with that exercise? Did you discover that all twelve of the factors on the list can make a customer feel comfortable, or not, in your retail store?

It may seem funny to think that the smell of a store may put customers off. However, think of times when you have been walking around the shops, and you have been tempted by the smell of coffee brewing from the café, or fresh bread being baked!

We use our five senses all the time - particularly sight, sound and smell.



Have you ever had to leave a store because the music was too loud?

Have you ever decided not to go into a store because all the merchandise looked too expensive? Or, perhaps you have been put off by the way the staff looked.

We can learn valuable lessons from our own experiences as customers. It is important to get the environment inside our store just right.

In the following exercise, you will put together a checklist of all the things that make customers feel welcome in a retail store. You will then rate your store and others in your local area, to see how welcoming they are to customers.

It is never an easy task, and it would be impossible to create an environment in your store that appeals to the different personalities and preferences of your customers.

The key is to aim for general appeal, and to ensure that your store communicates the message "You are welcome to shop in our store".

Greeting the customer

When you enter a retail store, how do you like to be greeted?

It is often a matter of personal choice as to how we like to be greeted, so it is important that the way you greet your customers communicates a positive message. The greeting should also be appropriate to the type of retail store and the sort of customer that shops there.

Remember that we're aiming for a positive first impression - so the greeting really counts.

Greeting the customer exercise

Here are two customers about to enter a store. How will they be greeted?

After looking at the customer and the type of store, you need to match the character to the greeting. Using your mouse, drag and drop the most appropriate greeting to the character.

Greeting, not eating!

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An "over-the-top" greeting can make a customer feel threatened. Some sales people seem ready to "devour" the customer as soon as they've walked in the door!

The difficulty with getting the greeting just right is that every customer you deal with is an individual, with personal tastes and expectations.

As a customer, you may have been the victim of an over-the-top greeting at some time. If so, you probably felt anxious to get away from the store, rather than welcome to stay inside and browse.

As a general rule, a warm and friendly greeting are always most appropriate. Most customers are quite happy to browse around your store, and prefer to be left alone to do this.

A greeting policy

Many retail stores understand the importance of greeting customers effectively, and have put into place a policy for the way that staff are to greet their customers.

In other stores, there is no "policy" as such, but there is an informal agreement between staff as to how customers are greeted.

Some stores have perhaps not realized how important it is to greet customers effectively, and staff says whatever they feel like at the time. Whilst this approach can work in a more casual type of retail store, it is not the most professional or effective way to create a welcoming environment.

The key to a successful greeting is to make the customer feel welcome, and begin building the rapport that leads to the building of successful customer relationships.

What do you do? In this next exercise, you will be investigating the greeting policy of a retail store.

Welcoming your customers – summary

Thankfully, we live in a world full of all sorts of people. Our retail industry reflects this in the number of different retail stores that exist in every community.

So it would be unrealistic to expect that there is one greeting to suit every kind of person.

The key to a successful greeting is to make sure that it reflects the overall feel of your store, and that it is appropriate to your customer.

However... you should never forget that what you say is not as important as the way you say it. Even the most fantastic and appropriate greeting will not work unless it is said with a friendly smile and helpful attitude.

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Now that you have completed these exercises, you should feel confident that when you are assessed in the workplace, you would be able to demonstrate the following competencies:

- Welcoming customer environment maintained.
- Customer greeted warmly according to store procedures.

If you are feeling confident - well done, if you're not sure, you may wish to do some revision.

Remember, if you have any difficulties or questions about these exercises don't hesitate to contact your facilitator who can offer you further support and assistance.

Self-Check 1	Activity
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1. Welcoming environment. Did the exercise highlight to you just how many factors are involved in creating a welcoming environment for retail customers?
2. Establish contact with customers
3. Here are two customers about to enter a store. How will they be greeted?



Information Sheet- 2	Establish contact with customers
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1.2 Why is good personal presentation so important when meeting employers?

First impressions are really important when meeting employers. Employers will likely make assumptions about you based on how you look and dress. To make a positive first impression, take some time to think about what message your personal appearance and body language might be sending.

Consider the following:

- **Your physical appearance.** Are you wearing clean and neat clothes? Is your hair clean and brushed?

Dressing well shows the employer you are taking them seriously. It can also help you feel more confident and professional.

- **Your body language.** Are you smiling? Making eye contact? Is your posture good? Positive body language can show the employer that you are genuinely interested in meeting them.
- **How you speak to and get along with others.** Are you being friendly and polite to everyone you meet?

This can show an employer how well you interact with others around you. This can also show them how you might fit into their workplace. **These tips can help you ensure you make a good first impression:**

1. Dress the part

Think carefully about what to wear to an interview. Show the employer that you are serious about the job by putting effort into your clothing.

So what should you wear?

- For a professional office job. Wear business attire (clean and ironed). Keep makeup and jewelry to a minimum.
- Casual and less conservative setting (for example retail, hospitality or a trades position). Try to dress up rather than down and go for neat, clean and ironed at a minimum. Remember that what you see workers wearing on the job might not reflect what the employer expects applicants to wear at an interview, so always dress a little better.

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2. Do your hair

Make sure your hair is clean and tidy. If it is long, tie it back so it's not in your eyes.

Employers have told us that applicants who have untidy or dirty hair do not leave a good impression.

3. Watch your body language

Employers are impressed by job seekers who:

- smile and are friendly
- offer a firm handshake
- make eye contact
- have good posture (it makes you appear more confident). Practice meeting an employer for the first time in front of a mirror. This can give you immediate feedback on how you appear to an employer.

Self-Check 2	Written test
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1. When meeting customers at work place what make you a good first impression?



Information Sheet- 3	Establish contact with customers	
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1.3 Communicating using interpersonal skills

What is interpersonal communication?

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

Active Listening Skills

Effective communication is heavily dependent on effective listening, something many of us may not be fully proficient at. An additional purpose of effective listening is to convey interest and respect for the other person. This is crucial if we are to have any ability to help solve problems and satisfy the other person's needs and goals as well as our own. Giving constructive feedback, explored in greater detail in Section 4, depends on a wide range of skills including listening skills and feedback skills.

Why is the process of effective listening so elusive? Think of a time when you have pretended to listen whilst continuing with what you were doing or thinking. Think also of a situation where you sought to half listen to another with the intention of tuning in when something of particular importance was said. These are very common occurrences and it is unlikely that you have not experienced them. In fact, most conversations do not take place with the full attention of those taking part. However, our ability to selectively listen in this way is not very good and as a result, valuable information can be unheard and lost.

Customers have shown that listening is the most frequent aspect of workplace communication (Adler and Elmhorst, 1999). Other Customers have identified that managers spend 65-90% of their working day listening to someone, with the percentage of time increasing with level of managerial responsibility (Kotter, 1982, Nichols & Stevens, 1990).

However, research suggests that misunderstandings are the rule rather than the exception, and that people generally achieve no more than 25-50% accuracy in interpreting the meaning of each other's remarks (Spitzberg, 1994). Becoming fully proficient at listening would therefore seem to have significant influence on workplace communication and related effectiveness.

Effective listening is a specific skill that can be consciously developed and practiced in various workplace situations, whether a meeting, supervision session, telephone

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conversation or chance meeting in the corridor. Listening is not simply a matter of hearing. Listening is an active psychological rather than passive process, which enables us to attach meaning to all the information we receive. It requires concentration and effort.

As we listen to others we interpret and evaluate the meaning from the verbal and non-verbal information that we receive. We also plan and rehearse our response in preparing to execute it. While the processes of evaluation, planning and rehearsal occur subconsciously, they can nevertheless interfere with effective listening. It can be important to maintain awareness of this to ensure that the processes that mediate between listening and speaking do not actually interfere with the listening process itself.

Listening Skills

Developing effective listening skills involves two specific steps (Hartley & Bruckman, 2002). These are:

1. To develop the ability to recognize and deal with barriers that prevents you listening with full attention.
2. To develop and use behaviors which help you to listen. Such behaviors can also serve to let the other person know that you are giving them your full attention.

Self-Check 1	Written test
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1. Why effective communication is heavily dependent on effective listening?



1.4 Respecting customer background in their specific needs

We all know the old golden rule: treat others the way you want to be treated. But simply treating customers with the same courtesy and dignity is no longer enough in this shrinking world. In order to truly succeed, you need to grow beyond the “one size fits all” mentality and learn to understand and respond appropriately to the preferences of customers from varying ethnic, social, and economic backgrounds. In this truly global economy, skills like cultural awareness, flexibility, and effective communication are critical for customer service representatives to properly deal with the expectations of people from different cultures.

Kelly McDonald, the author of “Crafting the Customer Experience For People Not Like You“, emphasizes that by creating a customer experience that addresses a specific customer group’s needs and wants, you can differentiate yourself from your competition and grow your business with new, incremental customers.

It doesn’t have to cost a fortune. Just learn how to create positive experiences for those groups of customers “who are not like you” by letting a specific customer segment know that you understand and are responding to its needs. And you’ll get a great opportunity to shine and develop a significant competitive edge.

Targeted marketing and service efforts aimed at diverse customer groups can pay big dividends, – highlights Jonathan M. Tisch in “Chocolates on the Pillow Aren’t Enough: Reinventing The Customer Experience“. Sometimes it takes out-of-the-box thinking to understand the varying segments of your market... Devote time and energy to open-ended brainstorming about your customer subsets as well as to quantitative research into their needs and wants, and then develop programs to attract and satisfy those preferences. Your organization may be able to build a significant new business base among once-neglected customer groups

Identifying your customers

Customer service is the wide variety of help and support offered to customers before, during,

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and after a sale.

One definition of a customer is 'a person, business or government department to whom you sell your output, which may be a tangible object or a service'.

However, the person who works next to you is also your customer. They could be the Charge Hands to whom you pass on customer orders, or the Sales Office staff who pass orders to you. The first definition describes your external customers. They are the buyers of goods and services who are not employed by, or associated with, your workplace. The second describes your internal customers. They are people or groups in your workplace who give you completed work or to whom completed work is passed.

We play out the role of a customer many times before we even start our working day whether it is as a listener to a radio station that wakes us in the morning, as a commuter on the bus, train or tram that takes us to work, or as the purchaser of the morning newspaper.

So how was the customer service you received this morning? Did you feel that you were treated well? Did the person providing the service understand that you were their customer?

The Macquarie Dictionary defines a customer as:

- One who purchases goods from another, a buyer, and a patron? A more colloquial definition provided by the Macquarie is:
- A person one has to deal with.

At times you have probably had less complimentary definitions of customers, especially if they have been demanding or rude.

Assessing Customer Need for Urgency

The urgency and sensitivity of a customer requests will vary. The need for a repair can range from extremely urgent, for instance if there was a threat to someone's health and safety, or if there would be critical adverse economic effects, such as loss of production and revenue, through to non-critical cases where there is no real need for extreme urgency.

a. Providing information immediately

On many occasions customers can be satisfied immediately by giving them the relevant information, for example, a customer asking about your office's opening hours.

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Other information that is easy to provide may include product prices, the name of the person they should speak to about a problem, making an appointment, the availability of a product or service, delivery times and so on. Keeping a list of frequently asked questions (with answers) handy so that a prompt reply can be given is very useful.

Accessing a database is another quick way of providing information. Even if the request for information sounds straightforward, remember to ask questions and be prepared to provide as much information as possible. For example, the customer may have called about the price of a product, but you may need to explain that there has been a recent price increase, that the product is temporarily unavailable, or that there are specials and discounts being offered.

What are your customers getting?

Customers are people with needs and wants. Part of the process of meeting customers' needs and wants is providing the right product or service. To do that, you need to understand the benefits your product or service offers the customers. What are they really buying from you?

Think about who your customer really is. It's probably not the company you dispatch goods to. More likely it's the person in the receiving dock, the carrier or maybe the person who pays the accounts. Internal customers are extremely important because their operations affect the way each of us adds value to what we provide.

What factors determine an internal customer's buying behavior? The next step is to determine whether you are dealing with an individual, or group of individuals, such as a department.

If you are dealing with a group, you need to know who will define the needs and expectations of that group.

The experience this person has and their position in the organization as a whole may be significant in helping you anticipate the customer's expectations of you. You need to understand who your customer serves and how your service or product will help your customer deliver their ultimate product or service:-

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b. Researching your customers

There are many methods businesses have used over the years to get feedback on their products and services. Two such methods are described below:

- Most retailers have a policy of accepting goods returned by customers without question.
- Manufactured goods sold with warranties provide feedback about customers' problems, but do not provide any feedback from satisfied customers.

Both these strategies provide feedback, but it's usually from unsatisfied customers.

A business succeeds when it gives customers what they want. Finding out what they want is a difficult task. Customers do not always know what they want.

Why are customers so important?

The recent attention to customer service in Australia has resulted from a number of forces:

- Consumers have become more aware and selective. They are unwilling to repeat business with companies giving less than excellent service.
- Local and international markets have become increasingly competitive. Our customers will compare our products with the best available from other countries such as the United States of America, Japan and Germany.
- Public sector departments (both state and federal), and their authorities, are increasingly required to be more competitive. Australia Post and Telstra have made major changes in their service delivery to provide a customer focus.

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Example

AAA Electronics is a company that repairs electronic and other equipment. They developed a form to assist in assessing the urgency of customer requests. They used a 1 to 5 rating with 5 being the most urgent need.

Week beginning: 2 May

Customer	Need	Urgency	Date called	Date returned to customer
Solver Industries (John Grey)	DVD Recorder does not operate – DVD will not release. Needs machine for a presentation on 4 May .	4	2 May	3 May
Sue Shaw	Remote control needs repairing.	1	2 May	6 May
Harry Figg	Television requires a new part. Has a second television at home.	2	3 May	6 May
Susan Clothing Pty Ltd	Information on setting up boardroom with electronic equipment and would like a site visit. Looking at completion of work in 4 weeks.	1	4 May	

Self-Check 4	Choose test
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1. Customer can be defined as _____
- a) One who purchases goods from another, a buyer, and a client
 - b) A person one has to deal with
 - c) All of the above



Information Sheet- 5	Establish contact with customers	
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1.5 Why establishing relationships with customer

To create customer relationships, and keep them strong, you must do all you can to engage customers. Here are five ways to build customer relationships and keep them coming back.

1. Communicate.

As a key to any good relationship, communication is an essential way to build customer relationships. Promoting your business and listening to your customers are equally

important. Rather than just telling customers about your business, have conversations with them. Find out what your customers need, then show them that you have a solution to their problem. If you have employees, teach them how to effectively communicate with customers. Instead of waiting for customer service to become a problem, foster communication skills with customers while on boarding new employees. Maintain an employee policy, requiring timely follow-up, to make sure the customer's needs are met. Make sure your staff returns voicemail messages and emails promptly.

2. Exceed expectations.

Your customers expect great products or services from you. You should continue to raise the bar on what your company offers. To put it simply, under promise, and over deliver. When you impress customers, they keep coming back. To exceed customer expectations, you can deliver a product or service faster than anticipated. When you deliver earlier than expected, the customer will be happy about the surprise. For example, tell a customer their order will be ready by the end of the month, knowing you will have it ready a week earlier.

3. Ask for feedback.

Whether customers have a good or bad opinion about your business, they will make their feelings known. Invite customer feedback to show you are listening. Place comment cards on your business counter, or conduct a survey. Customer feedback helps you hone your customers' specific needs so you can find the best solutions to their problems. The better your offering meets their needs, the more your business will grow. Always listen carefully to comments and respond promptly, whether it's a compliment or a complaint. The worst thing you can do is ask for feedback then not address concerns. Even negative feedback is valuable and can give you an honest gauge of customer satisfaction.

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4. Connect.

With technology, there are more ways to begin conversations with your customers than ever before. There are many online tools and social media outlets you can use to reach customers. When you engage with customers online, be careful not to create a one-way conversation. Ask customers questions, and respond to their inquiries. Also, make sure your website is top-notch, and start a blog to engage your customers and prospects. Build customer relationships through your online presence.

5. Show appreciation.

Reward long-time customers with a loyalty discount program. You can hand out reward cards, or use a loyalty program app to track customer rewards. With a loyalty program, customers earn points for buying your goods or services. After earning a certain number of points, the customer gets a reward. For example, you could reward a customer with a discount on their next purchase. Also give away inexpensive branded items, such as pens or notepads, or even expensive items, like shirts, hats or jackets with your logo on it. It's a small yet effective way to say thank you to customers while keeping your business top-of-mind.

Self-Check 5	List test
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1. Write ways to build customer relationships and keep them coming back

- a) _____ -
- b) _____
- c) _____
- d) _____
- e) _____



1.6 How to express a genuine interest in customer needs?

A workplace is an interactive environment where employees and employers work together to achieve company goals. Employees are a company’s greatest assets- they are the ones who work day and night for your business. If you want to attract and retain the best, provide them with the best and make them feel that they are an integral part of your company’s mission. When leaders in a company take an active and genuine interest in people they manage when they invest real time to understand their employees at the fundamental level, they create an environment for a more productive bunch of employees and of course a greater growth! This article guides you through some of the common mistakes you make and how to treat your employees for better productivity.

Self-Check 6	Practice task
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1. Practice task

A customer telephones your organization and asks for information on the current prices of some of your products. You know that the price list is six months old and that the prices are going to increase in two weeks time.

List the actions you could take

2. A customer visits your organization to ask for information about a specific kind of insurance policy. You can give some basic information but the colleague who knows the details is away on holiday. An information brochure is at the printer and is expected to be ready the following week.

List the actions you could take



LG02 - Identifying customer needs

Information Sheet-1	LO2 - Identifying customer needs
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2.1 why Using questioning and active listening

Active Listening - is a conscious activity which requires attention. Rather than waiting to speak, you need to listen attentively to fully understand the other person. Remember, there is no point in asking a question if you do not intend to listen carefully to the answer! Listening fully - or actively means putting everything else out of your mind and acknowledging the other person so they have feedback that you are listening properly and valuing what they have to say

1. Understanding and valuing does not mean agreeing; active listening is particularly valuable in situations of conflict

2 or disagreement where if the other party feels you understand their viewpoint, an atmosphere of cooperation can be created which increases the possibility of resolving the conflict.

Some of the key skills for active listening include:

- Listen with your whole body:
 - ✓ Face the other person and use an open posture to establish rapport
 - ✓ Use eye contact and facial gestures to demonstrate your attention Let the other person do the talking:
 - ✓ Be quiet and actively encourage the other person to talk; promote their willingness to communicate;
 - ✓ Avoid interrupting;
 - ✓ Avoid pre-judging what's being said (rather, make sure you focus on understanding precisely what the speaker means);
 - ✓ Avoid starting to think about your answer or response (wait until the speaker has finished - active listening is hard work and needs 100% of your concentration);
 - ✓ Don't finish their sentences or fill in the blanks – no matter how tempting!
- Notice non-verbal communication i.e., body language, tone and pitch of the voice – listen for feelings and emotions³ as much as facts and words.

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- Be comfortable with silence. Staying silent gives time and opportunity for the speaker to share extra information. It may feel odd initially, but you will be amazed how often more information emerges after a moment's silence.

What is the real benefit of asking questions at work?

According to a recent study conducted by the Harvard Business School, asking questions in the workplace may cause others to view you as more engaged and intelligent. Although some may fear retribution or being seen as annoying, an inquisitive nature is often a sign of great competence. "Information sharing is very important in organizations. If everyone sat in their separate silos and never interacted with each other, they wouldn't learn anything from each other. By not seeking advice, you're missing out on a huge opportunity to learn from your co-workers,"

Self-Check 1	Discuss test
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1. Discuss some of the key skills for active listening how it is important;
 - a) Use eye contact and facial gestures to demonstrate your attention
 - b) Be quiet and actively encourage the other person to talk;
 - c) promote their willingness to communicate;
 - d) Avoid interrupting;
 - e) make sure you focus on understanding precisely what the speaker means
 - f) Avoid starting to think about your answer



Information Sheet-2	Identifying customer needs
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2.2 Assessing customer needs for urgency

You must be able to assess the urgency of the customer’s needs and deal with the situation and individual’s need accordingly. But how does one assess the urgency of a customer’s need? All customers who come to your desk will tell you that it is an emergency and they need to be dealt with immediately; you must also remember that you do have other tasks to perform. So, let us see how best you can deal with this situation. Remember the customer’s need may relate to but are not limited to any of the following:

- Advice or general information
- Specific information
- Further information
- Making an appointment Complaints

Let us look at some very useful hints in being able to assess the customer’s need and pace yourself:

Time management

Once a customer approaches the desk, immediately greet the person and find out what he/she desires. Once this is done you should now be able to assess the level of urgency that is required and the approach that you are now going to take. If situations can be dealt with by you then do so quite efficiently and effectively; however, if someone else must deal with it then, you should seek such assistance.

Remember, it is only polite and efficient to see that a customer reaches the right office and the right person he/she wishes to see. The most cordial greeting at the reception desk can be ruined if the customer then gets lost trying to find the right office or the right **person**.

Working with colleagues

Once you are able to work together with your co-workers then a more harmonious and efficient office will exist, and customers will notice. When a customer is at your desk, it does not necessarily mean that you cannot assist another person or ask what their need is. This can be done very quickly and you direct the customer to the appropriate personnel.

Prioritizing task

This is also another way of assessing your customers that are before you. Remember, questions that you ask will help to assess whether the customer has a need that requires

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urgent attention or not. Always remember to keep a list of the tasks that must be performed for the day. Even though you have a task list, situations will occur unexpectedly, and you will have to place your tasks in the order of importance. This will allow you to deal with customers in a more efficient and prioritized manner

Self-Check 2	Choose test
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1. Always remembering to keep a list of the tasks that must be performed for the day refers to -----
- a) Working with colleagues
 - b) Prioritizing task
 - c) Time management



Information Sheet-3	Identifying customer needs
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2.3 Providing customer with available information

If you're communicating with customers, it's important that information is accurate. Revenue authority recently found out the hard way why this can get you into trouble when it was revealed that four out of five callers were being given inaccurate information when calling for tax help. While receiving inaccurate information about a product or service may not be as bad as receiving bad information for something as important as taxes, contact Services

believes that if agents give poor information to their customers, it can lead to lost profits through refunds, bad word of mouth, and customers taking their business to competitors. Thus;

Make sure your agents are providing accurate information

Knowledge is a priority when training new employees. You must make sure your agents are knowledgeable about your products and services and do not provide any misleading information. If necessary, you can monitor a new agent the first few days they are on the job to make sure that they are providing reliable information. Be sure to stress the importance of providing accurate information to your agents as well. Explain that even the smallest bit of poor or false information can lead to a customer asking for a refund, if not worse.

Don't skip any steps

Make sure that your business representatives know the correct answers to any potential questions that may arise; if they get one wrong, keep going over it until they get it right. It is also important that you continually expand the list of common questions your organization may receive. There's always a chance that rare question may come up again, so you want to be sure your agents have fast and easy access.

Have an frequently asked questions (FAQ) Available to Your Customers and Staff

Many organizations have a list of frequently asked questions (FAQ) available on their web site. It is also important that your agents are familiar with this list as well, as callers may not have access to the Internet.

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Make sure that your FAQ is put in simple, easy-to-understand language and, most importantly, is accurate. Your customers may not have the knowledge that your agents do, so you want to be sure that they can easily understand. And don't just direct your customers to the online FAQ; answer any questions they may have. It's also important that your agents have a list of any questions that customers may have that includes the answers. It is important that you continually update the list of questions and answers, no matter how obscure they are; you never know when a question may come up again!

Frequently test agent knowledge

Making sure your agents' knowledge about your organization's products and services is highly accurate. It can be something as simple as having an auditing agency call in to test knowledge or testing their knowledge yourself; this is a good way to gauge which agents are keeping up-to-date and which ones are letting their product knowledge slip. If it seems like an agent is receiving a lot of complaints or returns, determine if it is because they are not providing accurate information and if so, take steps to correct it.

Self-Check 3	Written test
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1. Discuss key ways to win over customers
2. What Is the importance of timely customer service?



Information Sheet- 4	Identifying customer needs
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2.4 Provide Options and Alternatives

Many customers sometimes may find it difficult to make a final decision or even to request clearly the service they require. Your job at this point is to summarize and paraphrase the customer’s information to have a full understanding of the customer’s message.

Your ultimate goal in satisfying an undecided customer is providing them with options and alternatives that will make them feel that they have been given the best service and professional advice. Here are some valuable questions that you should ask yourself to make sure you are providing the customer with the best-suited option/alternative:

- What does the customer require?
- Do I understand what the customer is saying?
- Is the customer expressing him/herself clearly?
- What suggestion/advice can I give?
- Is that the best alternative/option available?
- Did I give sufficient information to the customer?

Self-Check 4	Discuss test
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1. What valuable questions that you should ask yourself to make sure you are providing the customer with the best-suited option/alternative locally? And list the questions



Information Sheet-5	Identifying customer needs
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2.5 Identifying personal limitations in addressing customer needs

Addressing Personal Limitations

Sometimes you may find that you are not able to provide the information or assistance that is required of the customer. This should not be a situation where you become embarrassed or allow the situation to affect your work with your other customers. In such a situation the best option for you is to seek the assistance of your supervisor or another senior person who will be able to provide the service that is required.

Personal limitations may be but are not limited to:

- Being new on the job
- Not being familiar with the policies/procedures of the company
- Not being familiar with the use of equipment
- First work experience
- Nervousness

Personality differences

Here are some questions that you should ask yourself to make sure that you are addressing any limitations that you may have:

- Why am I nervous?
- How is my attitude towards people?
- Do I prefer to work alone?
- Why do I lose my temper easily?
- Am I keeping abreast of training, seminars/workshops, and readings?
- Am I aware of the policies and procedures of the company?

Once you have identified a limitation never allow it to be a downfall. Your next step is to do a self-assessment and to find the best possible way of dealing with the situation. Always remember that your supervisor is there to help you and that he/she should be your friend.

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Self-Check 5	Practice task
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Practice task

You are on the enquiry desk at Mubarak's Office Supplies. The company has just advertised a new color printer, the Color Master 2020. It is selling for birr 9500 with a one-year warranty. You receive the following telephone calls. A caller asks about a trade-in. You're not prepared for this and have no idea what to say.

- A caller asks about the price and features of the printer.
- A caller asks technical questions about the color density. Only the Equipment Manager knows these details.
- A caller telephones to say he's interested in the type of printer but that it's too expensive for his needs.

1. Write a paragraph for each situation describing how you would deal with each call.
2. List three workplace situations where a customer may request information.
3. For each situation, list the questions that should be asked.
4. For each situation, describe the actions that should be taken.

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LG03: Delivering service to customers

Information Sheet-1	LO – 3 Delivering service to customers
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3.1 Providing prompt customer service

It is much more difficult for people to come to terms with the idea that their work mates might also be their customers.

Customers are:

- Not only those who pay money for the goods and services you provide
- All staff in a business
- The staff in the warehouse.

You receive work instructions from a manager. You might pass on some of these work instructions to the store person who then performs the work for dispatch.

All customers are affected by the quality of the output of an individual's workgroup. An employee's well being, job security, promotion prospects and work relationships depend on maintaining good relationships with all customers.

Customer service policies and procedures

What customer service policies and procedures are used in your workplace?

Some of these policies may not be written. They could include:

- Policy on the return of damaged goods
- Procedures for direct checking
- Quality checking procedures
- Procedures for handling telephone complaints
- Procedures for obtaining information about a lost consignment.

Examples of customer service policies can be seen in other workplaces. Next time you have your car serviced, stay in a hotel or visit another warehouse, look out for examples of customer service policies. Many workplaces now have them displayed for customers.

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What do quality and customer service mean?

Quality is a term that is increasingly used in our society. As business and industry become more competitive, so 'Quality' and 'Standards' are being improved.

Some definitions of 'quality' are:

- Fitness for purpose (Australian Standards AS 1057 - 1985)
- Quality is meeting customer needs (W.E. Deming)
- Quality consists of freedom from deficiencies (Joseph Juran Quality Control Handbook)

There are four steps to quality customer service that you can apply in your workplace.

Step 1: Send a positive attitude.

- An attitude is a state of mind influenced by feelings, thought and actions.
- The attitude you show is usually the attitude you receive.

Step 2: Identify the needs of your customers.

Step 3: Provide for the needs of your customers.

Step 4: Make sure your customers return.

Superior customer service can help your business to grow by increasing:

- the number of customers attracted by favorable word-of-mouth advertising
- the dollars spent by each customer per transaction
- the frequency and number of times your customers shop with you.

Other benefits of high-quality service include:

- improved customer satisfaction
- stronger customer loyalty
- consistency of work-flow practices
- reduced marketing costs
- competitive advantage
- improved market position
- staff pride and satisfaction.

Customer service is sometimes the only way a business can differentiate itself from its competitors. It isn't just about the way you greet and serve your customers. It involves many aspects of business operations, including:

- products and services information
- counter and face-to-face service
- telephone service

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- taking customer orders
- follow-up documentation
- billing and managing payments
- visiting the customer
- making repairs
- handling complaints
- managing the service culture.

Improving customer service in your business

Take a moment to think of your favorite shop, restaurant or other business. Think about why you keep going back. How do the proprietor and/or employees greet you? How do they sound on the telephone? How are the premises presented? How do you feel while you are there doing business? How do you feel when you have completed your business?

Businesses earn your long-term support because they exceed your expectations. They treat you with respect. They make you feel that you are the most important part of your business. They go the extra mile to win your loyalty and, in return, you keep going back to them. If that's the way you would like your customers to feel about your business, consider taking some or all of these actions.

- Train your staff to deal with customers.
- Train your staff about product features and about the benefits offered by the goods and services you provide.
- Make the work as satisfying as possible so that staff are committed and happy working in your business. This contentment will be reflected in their dealings with customers.
- Make your premises pleasant, welcoming, clean and tidy.
- Maintain equipment in a good state of repair, so that work can be completed on time.
- Establish a clear policy for dealing with complaints from customers.
- Accept ownership of problems when customers complain or return goods.
- Provide prompt service to customers and ensure that your business is appropriately staffed to achieve this.
- Be reliable – do what you say you are going to do, do it when you say you will do it, do it right first time, and get it done on time.
- Invest in a first-class image – your customers will draw conclusions about your business from what they see, feel, touch, hear or smell concerning your operations.
- Be responsive, accessible, available and willing to help your customers whenever they have a problem.
- Measure your service standards regularly and make improvements where necessary.

Self-Check 1	List task
---------------------	------------------

1. What are the steps in quality customer service that you can apply in your workplace?

- a) Step 1 _____
- b) Step 2 _____
- c) Step 3 _____
- d) Step 4 _____



Information Sheet-2	Delivering service to customers
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3.2 Providing Information Regarding Problems, and Follow-Up

Following up your customers is the most crucial part of any of your marketing strategies, which most marketers forget. Therefore, I'm here to tell you why it is necessary to follow up with your existing customers or potential leads. **Reasons, why follow ups are important while dealing with customers:**

1. Customer expectation fulfills, which provide them with more reasons to get your product.
2. Customers stick to your business for a longer period of time as you are always available.
3. They remember you for the rest of their lives, for delivering great customer service.
4. As "follow-up" is the synonym for customer service, hence there's a high possibility that your brand might spread among other people without even you knowing about it. Hence, easy marketing.
5. Follow ups make customers feel special and therefore this increases reliability process for the customers.
6. A regular follow up always gives customers a chance to be heard and engage effectively.
7. Follow-ups can be a great source to ask customers, "What they want/expect next."
8. Customers usually want a medium to get in touch with the company. Therefore, the follow-up system enhances this communication.
9. A follow-up call is always required after conducting a marketing campaign to the people who called just to enquire. You might just get a lead
10. Existing customers receiving follow ups are more likely to go for the new product, than the ones without.

Self-Check 2	Discuss task
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1. Why follow ups are important while dealing with customers?



Information Sheet-3	Delivering service to customers
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3.3 Communicating with customers in a clear, concise and courteous manner

We all know what happened to the *Titanic*. Clearer communications could have prevented the tragedy and the loss of more than 1,500 lives. Communications plays just as important a role in your careers. When asked to name the top three skills they believed their subordinates need, 70 percent of the readers of *CIO* magazine listed communications as one of them. Here are some tips on how you can communicate more effectively with people at work

a. Beware of interrupting

Titanic wireless operator Jack Phillips interrupted a wireless message from a nearby ship, telling them to shut up. In doing so, he prevented that ship from sending *Titanic* an iceberg warning. Be careful about interrupting others, particularly your customers. They'll be especially upset if, while they're explaining a problem, you interrupt them and start offering a solution. If you feel you *have* to interrupt, at least cut to the chase and tell the other person what you think his or her main idea was. That way, the other person at least can confirm or correct you, and in either case save time.

b. Listen actively

Did you ever get the feeling, when talking to someone, that you were really talking to a wall? The person may have heard you but gave no indication of it at all. Avoid doing the same thing. When communicating with others, it's just as important that people be *aware* that you're listening as it is that you're actually listening. For that reason, be involved with and react to what the other person is saying, either via a nod, or an "I see," or a paraphrase of the other person's statements. You'll strengthen your own understanding and make a better impression.

c. Avoid negative questions

Suppose you say to a customer, "You don't have Word installed?" and he answers "Yes." What does he mean? Yes, you're right, Word is not installed? Or yes, he DOES have Word installed? Asking a negative question creates confusion. It's clearer if you phrase the question positively (e.g., "Do you have Word installed?") or ask an open-ended question ("What applications do you have installed?"). If you *must* use the negative, try a question such as "Am I correct that you don't have Word installed?"

d. Be sensitive to differences in technical knowledge

Chances are, your customers have less technical knowledge than you do. Be careful, therefore, when explaining things to them. If you use acronyms, be sure you identify what the acronym means. The same acronym can mean different things, even in an IT context (for example, ASP can refer to "application service provider" or "active server page"). Be careful that you don't make two opposite mistakes: either talking over their head or talking down to them. Keep your eyes on customers when you talk to them and be alert to cues indicating

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that they don't understand. Ask them whether they understand what you're saying, if necessary.

e. Use positive instead of negative statements

Your customers are more interested in your capabilities than in your limitations. In other words, they're interested in what you *can* do, rather than what you *can't* do. The way you say things to them influences how they perceive you and your department. You, as an IT department or individual, can be seen as a roadblock or you can be seen as a partner. So, for example, instead of saying, "I can't help you unless you log off," consider saying, "Please log off so that I can help you." Your statements often will be easier to understand as well.

f. Be careful of misinterpreted words and phrases

Sometimes we say something with innocent intent, but the other person misinterprets it. We mean to say one thing, but our pronunciation or inflection causes us to convey something else. For example, in Chinese, the sound "ma" said in a high level tone means "mother in law." However, said in a falling and rising tone, it means "horse."

g. Keep the customer informed

The area where I live, southeastern Pennsylvania, has a large agricultural presence, in particular involving the production of mushrooms. While they are growing, mushrooms are kept in a dark building and are covered with fertilizer. Your customers will become upset if you treat them the same way. Keep them informed of developments involving them, particularly with regard to technical problems and outages. In particular, keep them apprised even if nothing is going on. For example, let them know you've contacted the vendor but still haven't heard anything back. No news is still news.

If a customer leaves you a request via voicemail or e-mail, let the customer know you received it, even if you are still in the process of handling it. Doing so gives the customer one less matter to worry about. When a problem is resolved, let the customer know that, too. Nothing is more frustrating to customers than finding out that they could have been working sooner if they had only known.

Self-Check 3	Discuss task
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1. How you can communicate more effectively with people at work place? Discuss and summarize important points



3.4 Identifying Opportunities to Enhance and Improve Quality of Products and Service

Improving Quality of Products and Services

Improving, or at least maintaining, the quality of services, products, workplace and marketing practices is always to be the first plan for any business success. Often many business managers/owners wonder they provide the same product/service to customers as their competitor do, but the competitor is winning and they are losing. This is just because they lack something called ‘dedication for quality’; although the difference will be very minute but it is the deciding factor.

Here are some tips to improving 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. Remember, adjusting quality with time, cost or labor can provide temporary benefits but permanently destroy the future.
- Talk often with your clients. Investigate why they like you, why they are tempting to go to your competitors or what else they expect from you.
- Talk politely with your employees, especially sales persons, what do they and their clients expect from the company and why company fail to deliver so.
- Frequently compare your product with your competitors and find out where you are winning and where you are losing.
- Always look for possibilities to improve your product and service. Carefully analyze every technical/social developments and think how that can help you in your business.



Self-Check 4	Written Test
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Define the following concepts

1. Quality
2. Products
3. Service



LG04 Processing customers feedback

Information Sheet-1	LO – 4 Processing customers feedback
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4.1 Handling customer feedback

Feedback is a term applied to the means by which a person or organization looks at the result of a process, compares the actual result with the intend result, and uses any difference to adjust or modify the process.

Getting feedback from your customers about the goods and services provided will enable you to find out their perception of your service and increase your business. It is part of the relationship between supplier and customer and should be continuous. Unfortunately, many organizations only communicate, or get feedback, from their customers when there are problems or complaints.

Feedback can be very informal, such as that gained by simply talking to your customer. More formal feedback can be obtained by conducting market research, using questionnaires and interviews.

To ensure your communication with your external customers is effective it is important to consider these five points:

1. *Who do you want to communicate with and at what level?*

To identify the 'who' and 'what' you need to answer these questions:

- Who is the person in your customer's organization who selects the supplier and influences the purchasing decisions?
 - Who places the order?
 - Who pays for the goods/services?
 - Who pays for the purchase?
2. *What do you want to communicate?*

This will depend on who you are communicating with. If you want to check the level of short shipments or timeliness of your deliveries with a consignee, it is essential to know the person

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in charge of receiving records. It would not be appropriate to communicate with this person about payment procedures. It is more effective to communicate one message at a time.

3. *What response do you want?*

The choice depends on what you want to communicate. There are many ways to choose from. Your workplace may already use one or more of these:

- Telephoning the customer
- Sending out newsletters or brochures
- Having a suggestion box
- Using progress reports and focus groups
- Using the industry grapevine
- Participating in trade fairs
- Using a prepaid complaint form
- Using a free line.

4. *How effective was the communication?*

If you have staff dealing regularly with specific customers, you will be able to monitor the progress of any communication efforts on a daily or weekly basis.

It is important to continually evaluate each type of communication to judge its effectiveness and make improvements where necessary.

5. *Handling customer complaints*

If customer complaints are not handled effectively and quickly an ongoing customer relationship can be damaged and difficult to retrieve.

It is essential to the reputation of the business that complaints are addressed appropriately. Effort must be made to ensure the customer continues to know they are important and valued and that everything is being done to resolve whatever issues they may have.

Keeping them informed as to the progress of their complaint is important so they know it's being dealt with. It is highly likely, in any busy warehouse, that mistakes are made with a customer's order. If part of an order is incorrectly dispatched, telling the customer what's happening, such as a correct consignment has been arranged, will pacify them. Offering to personally deliver it may diffuse the situation and maintain the relationship.

Accepting responsibility for whatever has gone wrong is essential to maintaining customer relations. If you say, 'that isn't my fault or my problem', you will not only lose customers,

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you'll also make sure they tell as many people as possible about your poor service. Staff need to be trained in handling customer complaints. Providing effective resolution to complaints may be something that sets your warehouse apart from your competition. If people know they are being looked after, they will return.

Self-Check 1	True/ False Test
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1. Accepting responsibility for whatever has gone wrong is essential to maintaining customer relations.
2. If you say, 'that isn't my fault or my problem', you will not only lose customers, and you'll also make sure they tell as many people as possible about your poor service
3. It is more effective to communicate one message at a time.



Information Sheet-2	Processing customers feedback
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4.2 Recording Feedback And Communication

The Importance of Keeping Records

Social work is a formal activity, with outcomes which may be of enormous significance to service users and others. Much of this activity relies on the successful gathering, understanding, sharing and giving of information. While in the first instance the gathering and sharing of information may rely on high quality verbal communication and interpersonal

skills, it usually needs to be captured and codified, ie recorded, in some form if it is to be a useful tool of high quality service delivery.

The importance of good quality recording, at every stage of social work practice and service delivery, cannot be overstated. Every inquiry into major instances of failure to protect a child has pointed to communication and recording defects as a major factor.

Refer: www.victoria-climbiel-inquiry.org.uk/finreport :

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Information Sheet-3	Processing customers feedback
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4.3 Identifying unmet customer needs

The Significance of Unmet Customer Needs

People or customers buy products or engage services to solve a problem or get their needs met. Therefore, the success of every company or business is dependent on its understanding of its customer needs and the ability to create products and services that address unmet customer needs.

What are unmet customer needs? These are needs that are not currently being met by existing product and service offerings. The desired outcome of how customer defines value and measure success in clear-cut dimensions that are non-existent at the present time and in relative terms.

Typically, unmet customer needs that are valid:

- are usually not obvious
- somewhat difficult to identify straightforward
- illogical at first
- blind sighted and “gray” or opaque to held assumptions

However, they usually represent greater opportunities for an aggressive business because there will be little pressure on established companies and businesses in the sector to be responsive in time or alter their current strategy to accommodate such newly identified need by the new entrant in the sector as they are often difficult to figure out earlier on. Thus, an explanation to companies or new entrants that outmaneuvered long established organization within their industry and sector.

Self-Check 3	Define Test
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1. Unmet customer

2. What are the unmet customer needs?



Information Sheet-4	Processing customers feedback
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4.4 Discussing suitability of other products/services

Benefit the customer & company in the following ways:-

- Value for customers

The very first and foremost reason for any new product development is to provide value to the customers. Without this, there is no reason to trait your money for new devices. However, if the product or service offers great value, then the customers feel interested in trying it. The increasing demands of customers for innovation & new technologies keep the companies growing.

- **Society betterment**

There are many instances where new products helped in society improvement beyond any level. The new features or technology has been proved to be a boon for society. Also with the need for new product development practice, companies hire new resources which help the society in terms of employment and income generation.

- **Growth of the Company**

New services or products are the lifelines of any company. The new products and services are created by all size companies for the growth and improvement of their business. New products help in company sustainability by offering new value to its customers which generates additional revenues. Many of the new products are at an

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incremental improvement stage for past many years, with some new features incorporated in it

Self-Check 4	True/False Test
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1. The increasing demands of customers for innovation & new technologies keep the companies growing
2. The new features or technology has been proved to be a boon for society



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

Training staff to be your best representative

Every business needs to develop some type of policy in regard to customer service. You may be aware of such a policy in your warehouse. It may be pinned on a notice board in the warehouse or in the tearoom.

These policies need to be documented and communicated to others. There is little point in only you or your manager knowing what to do about customer service.

Staff training is an essential part of good management practice. Each person needs to be

familiar with customer service policy so that if one person, maybe you, is not available, another can discuss issues with the customer and address their needs. This provides flexibility in the workplace and a sense of involvement for all staff.

Here are four practical approaches to developing an awareness of customer service in your warehouse:

- Introduce staff to their customers
- Counsel staff on negative attitudes
- Teach people to be positive in their approach to customers
- Create a positive and supportive workplace.

The training process

There are three stages to the training process.

1. Identifying the training needs.
2. Designing and implementing the training.
3. Evaluating the training.

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1. Identifying the training needs can be done in several ways:

- From questioning staff about where they feel they require training
- From your judgment of their handling of situations

2. Designing and implementing the training.

There are several questions that should be answered before any training can be designed and implemented. Questions such as:

- What is the objective of the training?
- Who needs to take part in the training?
- What outcomes are expected?
- Where will the training be conducted?
- When will the training take place?
- What activities can be included to get the participants to practice?
- What they have learnt?

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3. Evaluating the training.

This topic is covered later in this learning guide.

The training session

Your training session might include some of the following topics:

Discussion of 'What is a customer?', using the list in Activity 1 as a guide. The differences between external and internal warehouse customers. Ask participants to identify a few of each.

- The benefits of the services you offer. You could draw the diagram and ask for examples of core, tangible and add-ons.
- Examples of customer service policies and procedures that are in your warehouse.
- The four steps to quality customer service covered in Section 3.
- Karl Albrecht's levels of customer service and the participants' views on what they see as the service offered at each level.
- A 'role play' with participants acting out being a customer with a complaint, and an employee who is handling it.
- The practical approach to developing an awareness of customer service

You could include these four skills that employees need to provide effective customer service:

1. Be observant and look at the workplace as though you are the customer.
2. Listen carefully and expectantly and allow the customer to let off steam.
3. Be aware of the other person as an individual and put yourself in the customer's shoes.
4. Become a problem solver rather than a problem maker. Use prompt action to settle complaints.

Evaluating the training

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On completion of any training, you need to evaluate its effectiveness. There is one easy way of finding this out; ask the participants. This can be done either verbally or by putting together some questions and handing out an evaluation sheet to be filled in after the training. You could include the following questions:

- Was the training delivery clear and helpful?
- Was the information presented relevant to the topic and to the warehouse?
- Was the time allocated appropriate to the expected results?
- Did you gain knowledge and/or skills?
- Will you be able to improve or change your level of customer service?

One useful strategy for finding out whether any skills or knowledge were gained by the participants is by conducting a quick quiz. Try the one in Activity 20 and then use it to evaluate the success of your training.

It is also important to look for tangible results, in terms of quality and job performance, that can be measured and observed within a given period of time.

To determine this you could put together a 'checklist'. This might include the number of customer complaints in weekly intervals. A measure of the success of the training will be the decline in the number of complaints.

The checklist could be placed in a prominent place in the warehouse so all staff can observe the improvements. It might look like the display board you may now have showing 'number of workplace accidents' or 'number of short deliveries'.

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Self-Check 5	Written Test
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1. What is a customer?

a. _____

 _____.

2. Name four of your external customers.

a. _____

 _____.

3. Describe how you would handle a customer complaint?

a. _____

 _____.

4. Are there any improvements you could suggest and implement in your workplace?

a. _____

 _____.

2. Name four of your external customers.

3. Describe how you would handle a customer complaint?

4. Are there any improvements you could suggest and implement in your workplace?

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Operation sheet	Activity
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Investing in customer service is key to long-term business success. While you can use many different methods to joy your customers and have them raving about your support to their friends, what best ways to deliver excellent customer service in your industry. Add some more ways

1. Know your product
2. Maintain a positive attitude
3. Respond quickly
4. Actively listen
5. Help customers help themselves
6. _____
7. _____
8. _____
9. _____
10. _____