

Unit 224
Principles of providing administrative services

Providing customer service

We  our
customers

Customer expectations

- What customers think should happen.
- How they believe they should be treated when asking for or receiving customer service.



A close-up photograph of a customer service rating form. The form has a black header with the text "CUSTOMER SERVICE" in white. Below the header, a light blue banner contains the text "Please rate your experience". The form features a grid with five rows and two columns. The first column contains the rating categories: "Excellent", "Good", "Average", "Poor", and "Very Poor". The second column contains checkboxes. The "Excellent" checkbox is checked with a blue pen. A red and black pen is resting on the form, pointing towards the "Excellent" checkbox.

CUSTOMER SERVICE	
Please rate your experience	
Excellent	<input checked="" type="checkbox"/>
Good	<input type="checkbox"/>
Average	<input type="checkbox"/>
Poor	<input type="checkbox"/>
Very Poor	<input type="checkbox"/>

How customers form their expectations

- Expectations are formed by
 - what they hear and see
 - what they read and the messages the organisation sends (ie via its reputation and brand)
 - what actually happens to them in their dealings with an organisation.

How to treat customers

- ‘How would I like to be treated?’
 - Good service is where the customer is reasonably satisfied with the service and may use you again.
 - Excellent customer service is where the customer is delighted and tells friends and colleagues and uses your organisation again.
 - Many people will even pay extra just to get that excellent customer service.

Create a good first impression

- Create a good first impression.
- Greet the customers in a warm and friendly manner.
- Body language is important – look (and feel) approachable and welcoming.



Professionalism

- Having the right attitude to achieve customer satisfaction whilst meeting the needs of the organisation:
 - the way you look
 - the way you communicate
 - the way you act
 - your knowledge of your products and services.

Body language

- In face-to-face communication, your body language will have an effect on customers:
 - the way you stand
 - the gestures you make
 - your facial expressions.

Effects of body language on the customer

- Standing straight makes you appear confident and interested in your job.
- Crossed arms can indicate that you are on the defensive and convey the message of being unapproachable.
- Putting your hands on your hips makes you look stern and confrontational.
- Standing very close to a customer can be intrusive and forceful.
- Drumming fingers on a table communicates impatience.
- Slouching and not making eye contact will make the customer think you can't be bothered.

Impact of poor customer service

- Customers will go elsewhere meaning reduced profits and market share.
- Customers will not repeat business – it is much harder to attract new customers, which can be costly and unpredictable.
- Customers will tell others about their poor experience leading to a damaged reputation for the organisation.

Customer relationships

- Acknowledge and recognise frequent customers by remembering their names and needs.
- In developing a long-term relationship with a customer, it is likely that you will communicate on a regular basis, giving you the opportunity to seek their opinion as to how service could be improved.
- Ask customers for their feedback – they will feel their opinion is valued.