

Student name: _____ Date: _____

Describe the importance of quality customer service.

Objectives:

- A. Define customer.
- B. Define customer service.
- C. Describe the importance of quality customer service.
- D. Define the guidelines for quality customer service.

MODULE 4G: INFORMATION SHEET

TO THE STUDENT: Read and study the following information sheet and complete the student activities at the end of this module.

What is a customer?

A customer is a person who buys goods and services from a shop or business.

What is customer service?

Customer service is the process of assisting another person or persons who buys goods and services from a shop or business.

Quality customer service is almost always identified as one of the keys to success for business and organizational enterprises in the United States and the world.

Developing a Customer Service Attitude

All workers need to develop a positive service attitude in order to be effective. The goal of quality customer service is to send a positive message with a good attitude to customers. This message must focus on addressing the needs of customers and helping them solve their problems.

Having a positive customer service attitude requires that you:

- ◆ Be approachable
- ◆ Remain positive
- ◆ Be patient with people
- ◆ Maintain a good sense of humor
- ◆ Make the customer feel welcome

- ◆ Remember the importance of the customer
- ◆ Be sincere in helping solve the customer's problem
- ◆ Always put the customer first

Customer Service “Facts”

Are these statistics really true? Perhaps not for every business; nevertheless, they offer a thought-provoking insight into the importance of every customer as an individual.

- ◆ Dissatisfied customers tell an average of 10 other people about their bad experience; 12 percent tell up to 20 people.
- ◆ Satisfied customers will tell an average of five people about their positive experience.
- ◆ It costs five times more money to attract a new customer than to keep an existing one.
- ◆ Up to 90 percent of dissatisfied customers will not buy from you again, and they won't tell you why.
- ◆ 96 percent of dissatisfied customers do not complain of poor service.
- ◆ 95 percent of dissatisfied customers will become loyal customers again if their complaints are handled well and quickly.
- ◆ The first 30 seconds of a phone call or meeting sets the tone for the remainder of the contact. The last 30 seconds are critical to establishing lasting rapport.
- ◆ In many industries quality of service is one of the few variables that can distinguish a business from its competition.
- ◆ Providing high-quality service can save your business money. The same skills that lead to increased customer satisfaction also lead to increased employee productivity.
- ◆ Customers are willing to pay more to receive better service.
- ◆ Good service leads to increased sales.

What Infuriates Customers?

There are many little things that irritate customers. The 10 items below are the most common. Be sure they do not appear in your day-to-day operation.



Rude and unempowered service workers

Make sure people have the authority to do their job.

Missing deadlines

Don't promise what you can't deliver.

Being put on hold

Challenge yourself to eliminate or minimize this.

Customer service lines being busy

Add more lines or more people.

Promises that are not kept

If you can't keep them, don't make them.

Faulty products

Quality is the foundation of Customer satisfaction.

Difficulty with exchanges

Make your company easy to do business with.

Unqualified or untrained staff

Train, train, train.

Cliches

Be real. Talk in a conversational manner.

Pushy sales people

Don't hire them, don't keep them.

Check Yourself...

- I try to brighten the customer's day by doing or saying something that brings a little sunshine into their life.
- I "go the extra mile" when dealing with customers. I do just a little more than the customer expects.
- When approached by a customer, I convey by my actions that the customer is not an interruption.
- I convey the idea that I am the company, and refer to the company as "we" and "us" rather than "they" and "them."
- I make it a point to greet customers with a smile. I create a friendly atmosphere when dealing with customers.
- I take the time to learn and remember customers' names, calling them by name during our conversation and upon their return to my place of business.
- I allow the customer to be "right" whenever I can, and never argue with customers.
- I refrain from answering customers' questions with "I don't know."
- I keep in mind the idea that every customer pays part of my salary.
- I choose positive words rather than negative words when speaking to customers.

MODULE 4G: STUDENT ACTIVITIES

TO THE STUDENT: After reading and reviewing the above information sheet, complete these activities to demonstrate your understanding.

Activity 1 – Case scenarios

Read the customer service case scenarios and describe how you would handle the situation. Please use complete sentences and proper English and spelling.

1. Tom is a sales clerk for a retail store. Joe, a customer, is buying a sweater for himself. When the sale is rung up on the cash register, the price of the sweater is \$25. Joe questions that he said the sign above where the sweater was being sold said it was on sale for 25% off. Tom said the sweater must have been on the wrong rack. Joe said he doesn't want the sweater if he has to pay \$25. How would you handle this situation?

2. Sam works for a fast food restaurant. It is approaching the lunch hour and the lines out front for orders are getting very long. The manager asks Sam to open a register out front and start taking orders. When he opens the register, a customer who has just walked in the door comes into his line. Please remember there are other customers who have been waiting in the other lines for a long time. What should Sam do?

- 3. Susan works for a catalog retail store that sells men’s clothing and is responsible for calling customers and letting them know their order is ready to be picked up at the store. When she calls the customer, Carol Brown, she gets an answering machine, so she leaves the information on the machine.

The next day Carol calls Susan’s manager and complains why that information was left on the answering machine that she had given instructions when she placed the order that it was a gift for her husband and she didn’t want him to know about it. Apparently he got home and listened to the message, and questioned her about her order. How should Susan handle this situation?

- 4. Jane is starting her first day working at the customer service department of a retail store. So far the day is going well when a customer calls. She is angry about a can opener that did not work when she got it home. She is yelling at Jane on the phone. How should Jane handle this?

Activity 2 – Customer Service Representative Interview

After you are done with these case scenarios, you should either call or go to a retail store or customer service department and explain to them your assignment is to find out a good and bad situation with a customer. Be sure to tell them your name and the name of your school. If they are busy and can not help you with the assignment at that time ask them when would be a more convenient time. You should talk to at least two people and give both good and bad situations for each person you talk to. After you are done talking with them, write a brief summary of the conversation.

MODULE 4G: STANDARDS ADDRESSED IN THIS MODULE

Pennsylvania’s Academic Standards for Reading, Writing, Speaking and Listening (RWSL)**1.1.11. Learning to Read Independently**

- E. Establish a reading vocabulary by identifying and correctly using new words acquired through the study of their relationships to other words. Use a dictionary or related reference.

1.5.11. Quality of Writing

- D. Edit writing using the conventions of language.
- Spell all words correctly.
 - Use capital letters correctly.
 - Punctuate correctly (periods, exclamation points, question marks, commas, quotation marks, apostrophes, colons, semicolons, parentheses, hyphens, brackets, ellipses).
 - Use nouns, pronouns, verbs, adjectives, adverbs, conjunctions, prepositions and interjections properly.
 - Use complete sentences (simple, compound, complex, declarative, interrogative, exclamatory and imperative).