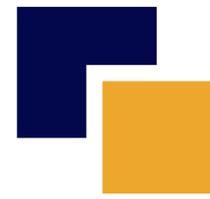


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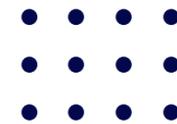
UNITE THE WORLD WITH AFRICA FOUNDATION, INC.



CUSTOMER CARE SERVICE

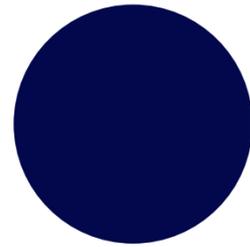
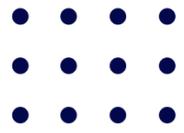


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Introduction to Customer Service



Definition of customer service/care

- A series of activities performed by service provider to meet a customer's satisfaction before, during, and after the customer's requirements are met.

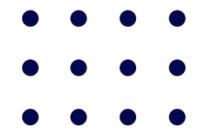
Definition of customer

- The person who receives, buys, or consumes a service or product.
- The person who has the ability to choose between different products or services from other service providers.

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

- Sam Walton





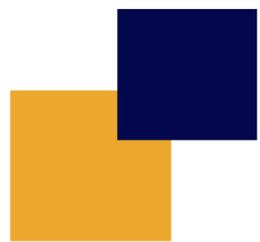
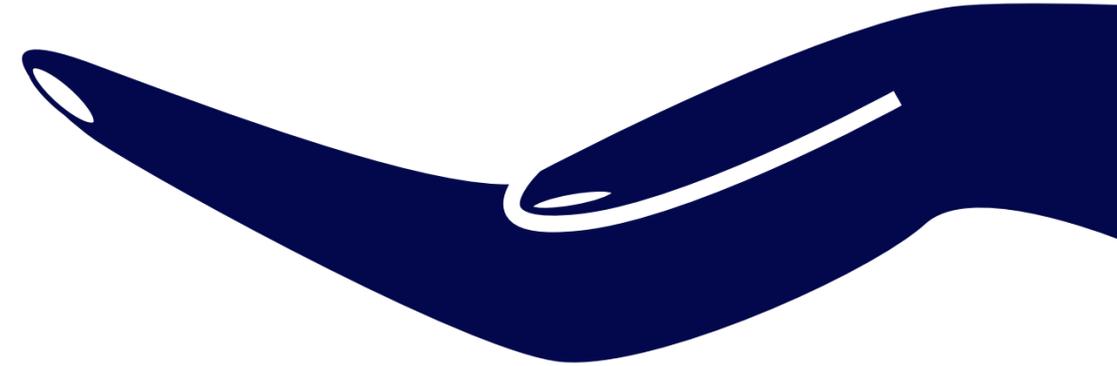
PILLARS OF QUALITY CUSTOMER CARE



ATTITUDE

Attitude is the cornerstone of outstanding customer service, and the proper attitude can be achieved by:

- Caring and showing respect and concern to customers.
- Offering a myriad of solutions to the client's problems.
- Being positive and supportive to the customer.
- Being friendly and cheerful and having empathy.
- Being available and accessible to your customers.



INTEREST

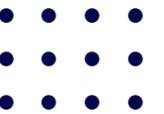
All of our actions need to convey to a customer that they are important to us. Services failures come from perception that you are not interested, that you just don't care.

ACTION

Customers like to see you being proactive and taking immediate action to ensure their satisfaction.

BODY LANGUAGE

Body language refers to physical gestures that includes movements of face, eyes, posture, arms, body, legs, and -- mostly -- your smile. Through your body movements, you transmit powerful messages without mouth speaking.



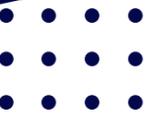
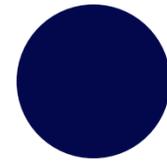
VERBAL LANGUAGE

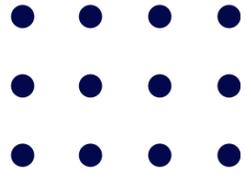
Our language skills play a key role in delivering outstanding customer care. Important things to consider:

- Use only positive words and phrases and avoid all negative and/or critical language.
- Communicate accurately and appropriately.
- Give clear instructions and responses to your customer to meet their expectations.

TONE OF VOICE

Tone of voice is not what you say but how you say it. Changing the tone of voice can emphasize different things and be useful in persuasion, influence, empathy, and energy. There are five-controllable attributes of voice: speed, pitch, loudness, intonation (singing tone), and timbre (quality of tone).





QUALITY CUSTOMER CARE REQUIRES...



Effective communication skills

The customer should be given adequate information to make informed choices about products or services.



Politeness

The service provider should have good manners and be able to remain calm when conflict or tension arises.



Attentiveness

A services provider should be attentive and take into consideration the needs of the client.

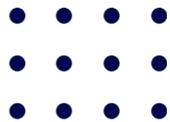


Professionalism

This is adherence to professional standards.



QUALITY CUSTOMER CARE REQUIRES...



**Ability to Use
Positive Language**

5



**Ability to Read
Customers**

7



**Time Management
Skills**

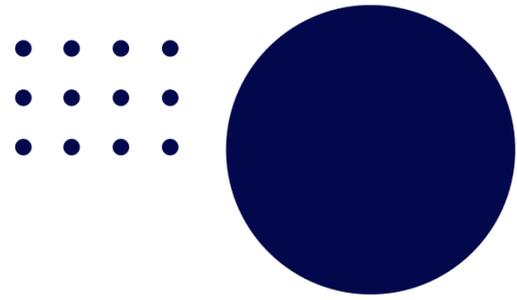
6



**Persuasion
Skills**

8





How an organization's culture affects customer service



WHAT IS ORGANIZATIONAL CULTURE?

Organizational culture is a system of shared assumptions, values, underlining beliefs and ways of interacting with clients and stakeholders, which governs how employees behave in an organization. The culture determines the unique social and psychological environment of that organization.

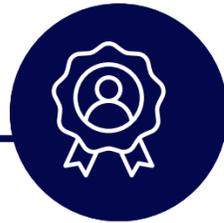




Impact of organizational culture on customer behavior



The type of culture that is created within an organization can have a positive or negative impact. The following are impacts of a strong healthy organizational culture:



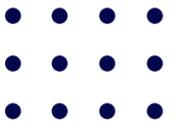
- Increased customer satisfaction as a direct result of the quality service provided.



- Consistency of work-flow practices can translate into reduced service costs for customers.



- A positive culture can encourage customers to come back again and again, building stronger customer loyalty.



TYPES OF CUSTOMERS

NEED-BASED CUSTOMERS

- Have a specific intention to buy or use a particular type of item or service. They require specific services. For example, the customer may come for physical check-up just to see his/ her health status.

WANDERING CUSTOMERS

- They have no specific need or desire in mind when they come into the organization.



IMPULSE CUSTOMERS

- They don't have a plan buying or use a particular item or service, but come into the store on a whim or impulse. They will purchase what seems good at the time.

DISCOUNT CUSTOMERS

- They make their decisions based on the price of services.



FACTORS THAT INFLUENCE CUSTOMER BEHAVIOR:



1. ECONOMIC STATUS

- The economic status of the customer dictates the customer as to what type of product or service use.
- A good economic status is known to make consumers more confident and willing to indulge in purchases or use of service irrespective of their personal financial liabilities.



2. PERSONAL PREFERENCES

- Customer behavior is influenced by various personal likes, dislikes, priorities, morals, styles, and values.
- Though advertisement can influence personal preferences to some extent, consumer personal preferences (likes and dislikes) exert greatest influence on the end purchases made.





3. GROUP INFLUENCE

- The way certain groups behave can have strong influence on consumers decisions and purchases.
- The most influential groups in affecting customer behavior include immediate family members, relatives, and classmates. Secondary influencers include neighbors and acquaintances.



4. MARKETING AND CUSTOMER KNOWLEDGE

- Advertising plays a strong role in influencing customer perceptions and behavior.
- Marketing campaigns executed on regular basis can influence customers choice of one brand over another.
- Regular marketing campaigns help to remind customers to use a service or product, even the “not-so exciting” ones like insurance policies and fire extinguishers.



5. PURCHASING POWER

- Consumers generally analyze their purchasing capacity before deciding to buy any products or services.
- Even if a product is excellent, if it fails to meet the buyer's purchasing ability, it will be a difficult sale.
- Segmenting consumers based on their buying capacities would help in determining which consumers are eligible for different products/services.



6. ATTITUDE OF THE SERVICE PROVIDER

- Customer service can be demanding and annoyances and irritations are part of the everyday operations for service staff.
- A positive attitude in customer service is all about remaining calm during interactions and making every effort to build good relationships with customers to ensure the customers view the organization as the best.
- Customers expect high standards of service and top-class experiences at every touch-point.



7. COMPETENCE OF SERVICE PROVIDERS

- If the service providers have the required skills, customers tend to trust them. Customers always wish to be served by competent staff.
- If the staff does not possess the required skills, customers will not be satisfied and they will tend not to utilize the services provided in the future.



PROMOTION, PRODUCT, PRICE, AND PLACE

Promotion

Promotion refers to the entire set of messaging that communicates the product, brand, or services of the use. There are promotional materials, channels, and activities that will help companies effectively reach their target audience to promote the benefits of their service. Such promotional avenues include:

- Public relations (media coverage)
- Advertising (billboards, print, TV, radio, online)
- Printed materials (brochures and flyers)

Price

Price is the amount of money expected or required, or given in payment of something. Charging fair price helps to develop customer satisfaction and loyalty

Product

A product is the item or service offered for sale. Every product is made at a cost and each is sold at a price. Customers are more likely to trust customer care when the service provider is knowledgeable about their products.

Place

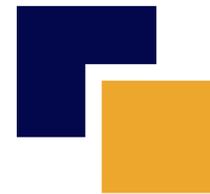
Place is where and when the target customers access services or products. Where a company is located can have a significant impact on who becomes their customers.



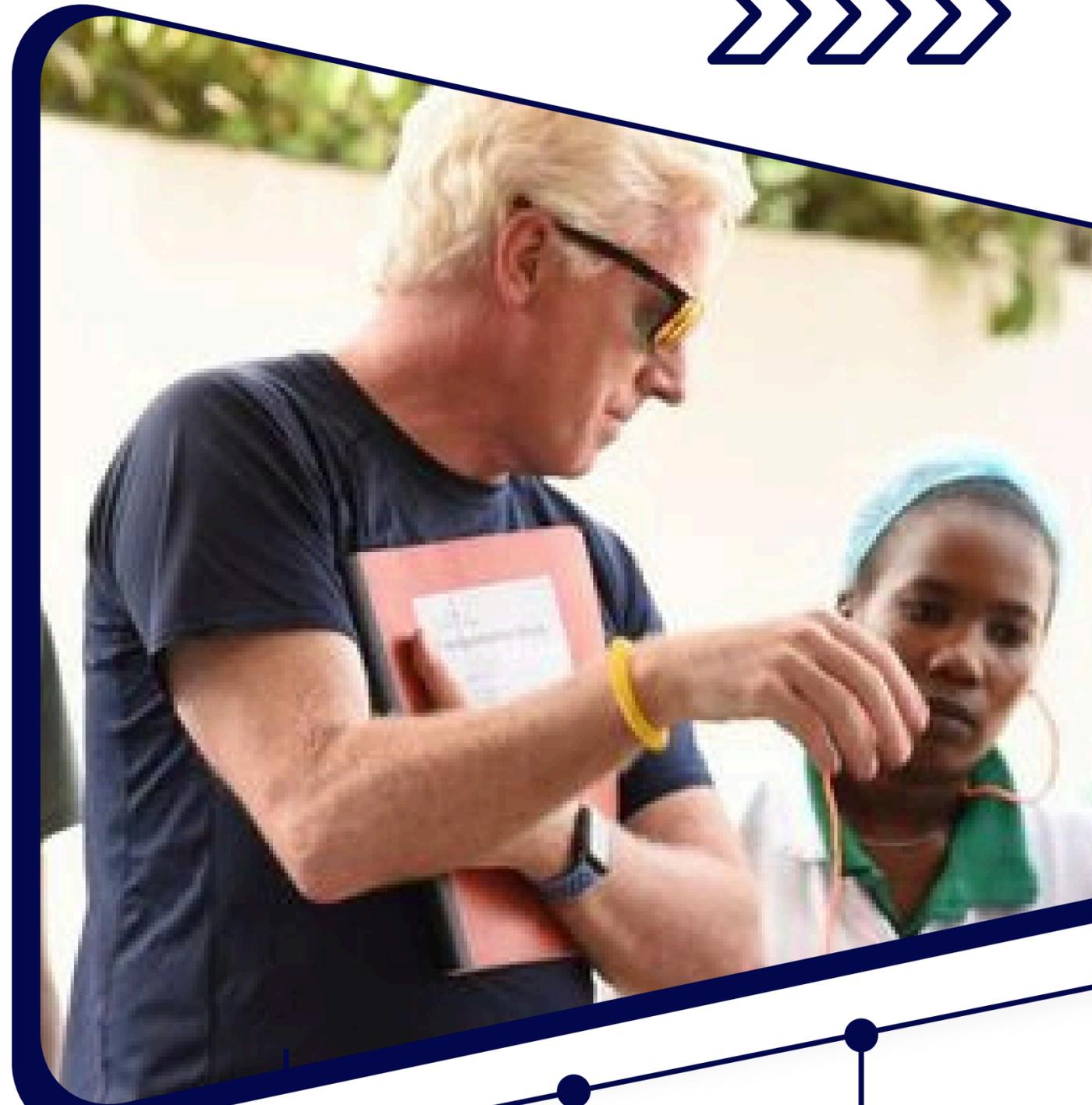
HOW TO MEET CUSTOMER NEEDS



1. Establish good rapport

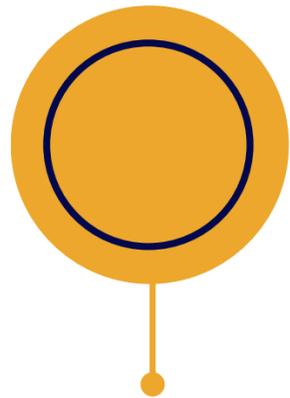


- What does good rapport feel like?
 - Practice greeting someone.
 - Make the customer feel comfortable.
 - Make the customer feel important and valued.
 - Use empathy.
- Make a positive first impression.
 - Be confident.
 - Know your organization and the services you provide.
 - Be confidential. Do not gossip about your customers.
 - Follow up. (Don't just say you'll do something, do it!)

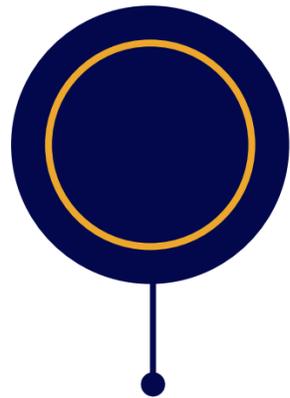




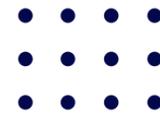
2. Find out how you can help and be ready to help.



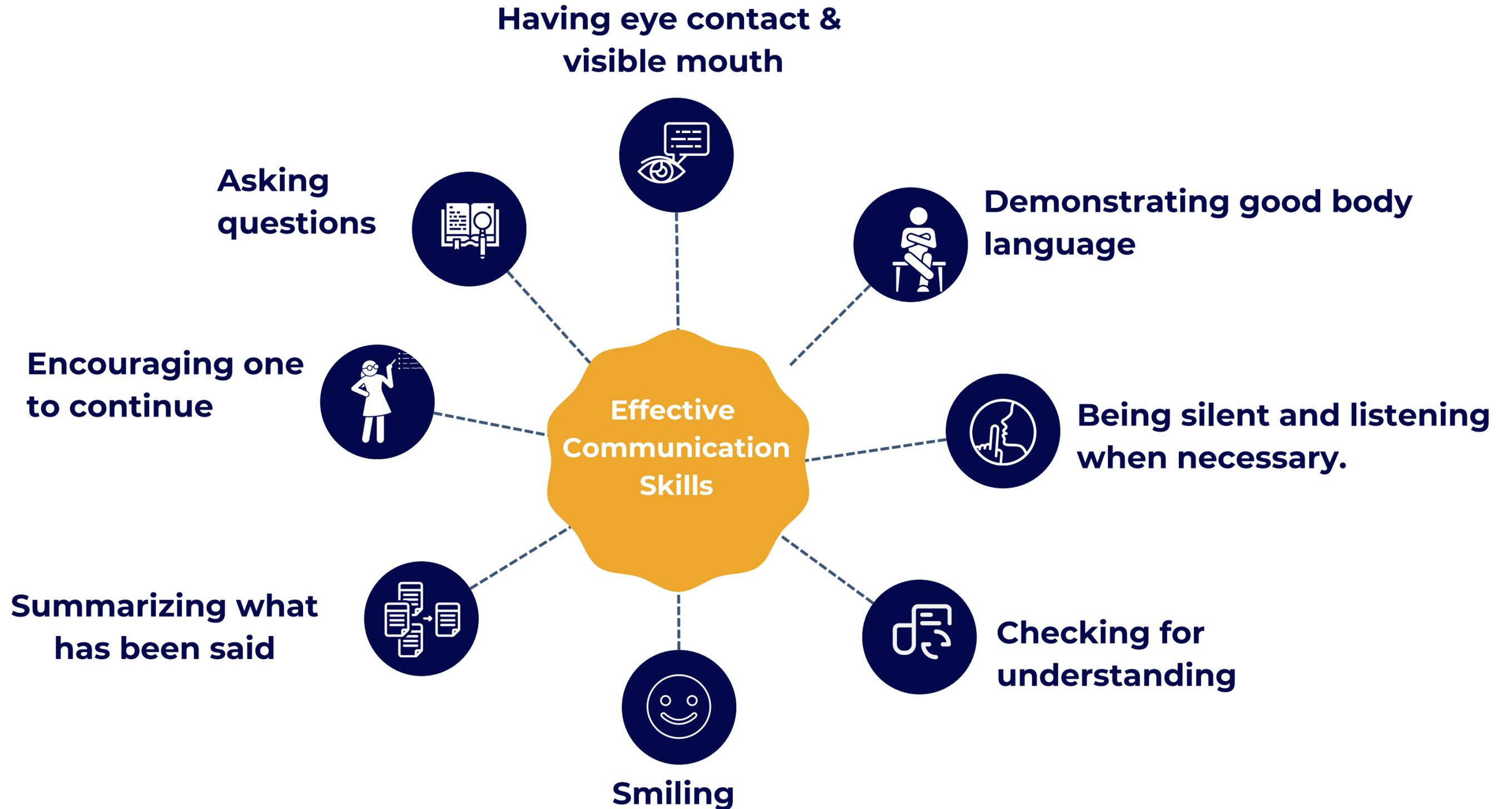
- How can you find out what people want? Assess the needs of the client.



- Offer alternatives if and when possible



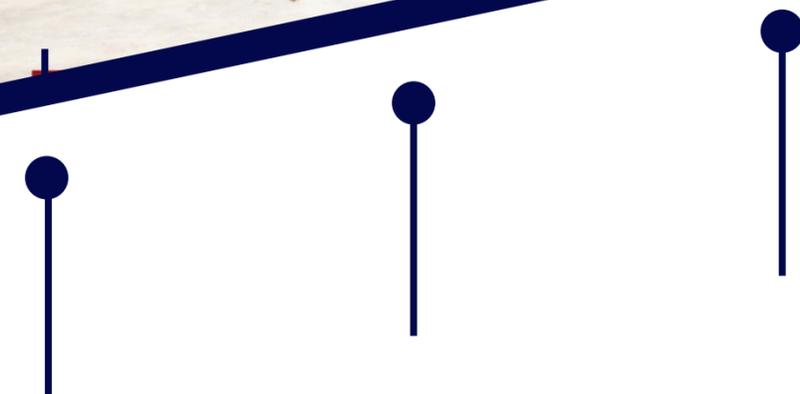
3.Exhibit effective communication by..



4. Practice proper attitude, presentation, and manners

Does your organization have a policy about presentation and/or personal appearance when facing the public? This could include:

- Uniforms, badges, attire etc.
- Personal hygiene
- Clothing (what is appropriate for the situation)
- Hair (cleanliness and style)
- Accessories (jewelry, earrings, watches, tattoos)
- Expression (facial expressions)
- Tone of voice
- Body language
- Organized surroundings (Can customers see a messy desk? Dead flowers in the vase?)



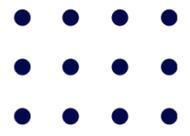
5. Avoid the following...

- Giving false promises.
- Saying 'I don't know' without offering an option.
- Saying you don't know where a colleague is or saying that a colleague is at lunch/ toilet/ gone for coffee.
- Leaving people on hold for a long time.
- Ignoring people when you're busy.
- Treating people unequally.

6. Adhere and maintain standards

- Read and understand your organization's policies and procedures on customer service.
- Be prompt and efficient.
- Ensure services are delivered in accordance with legislative or statutory requirements.
- Maintain accurate records.
- Look for any special needs of customers and work with them accordingly.



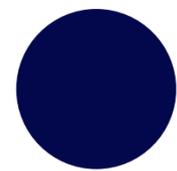


CUSTOMER NEEDS & EXPECTATIONS



A need is a desire that causes a customer to buy a product or service. Needs inspire and motivate customers to buy products or service.

An expectation is defined as the total perceived benefits a customer thinks he or she will get from a company's product or service.



Needs + Expectation = Satisfaction

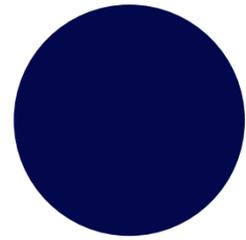
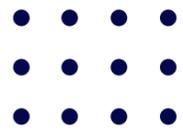


What do customers expect?

Customers expect their needs to be met. The service provides should consider the following in meeting client/customer needs:

- The **quality** of their product or service should meet standards and expectations of the customer.
- **Accessibility.** Their product or service should be available when needed by customers.
- Customers must be treated with **due respect.** This will motivate the customer to feel valued and connected, thereby wanting to use the company's products or services.





PRINCIPLES OF CUSTOMER CARE



Be patient.

Customers often reach out for support when they are confused and frustrated. Stay patient when they come to you and take the time to truly figure out what they want.

Be attentive.

It is important to pay attention to individual customer interactions (watching their body language and the language/terms that they use to describe their problems, etc.).





Have clear communication skills.

- Find out about your customers and make sure you're getting to the problem/need at hand quickly.
- Be cautious about how some of your communication habits translate to customers.
- Keep it simple and leave nothing to doubt

Be knowledgeable about your product/service.

- The best employees will have a deep knowledge of how the institution/product works.
- Know your product/service from front-to-back and know how to help/respond to customers when they run into problems.

Use positive language.

- Language is a very important part of persuasion, and customers create perceptions about you and your institution based upon the language that you use.

Demonstrate excellent time management skills.

- If you don't know the solution to a problem, get your customer to someone who does... quickly.
- Don't waste time trying to go above and beyond for a customer in an area where you will just end up wasting both of your time.

Read your customers.

- Look and listen for subtle clues about your customer's current mood, patience level, personality, etc., and you will go far in keeping your customer interactions positive.

Be goal oriented.

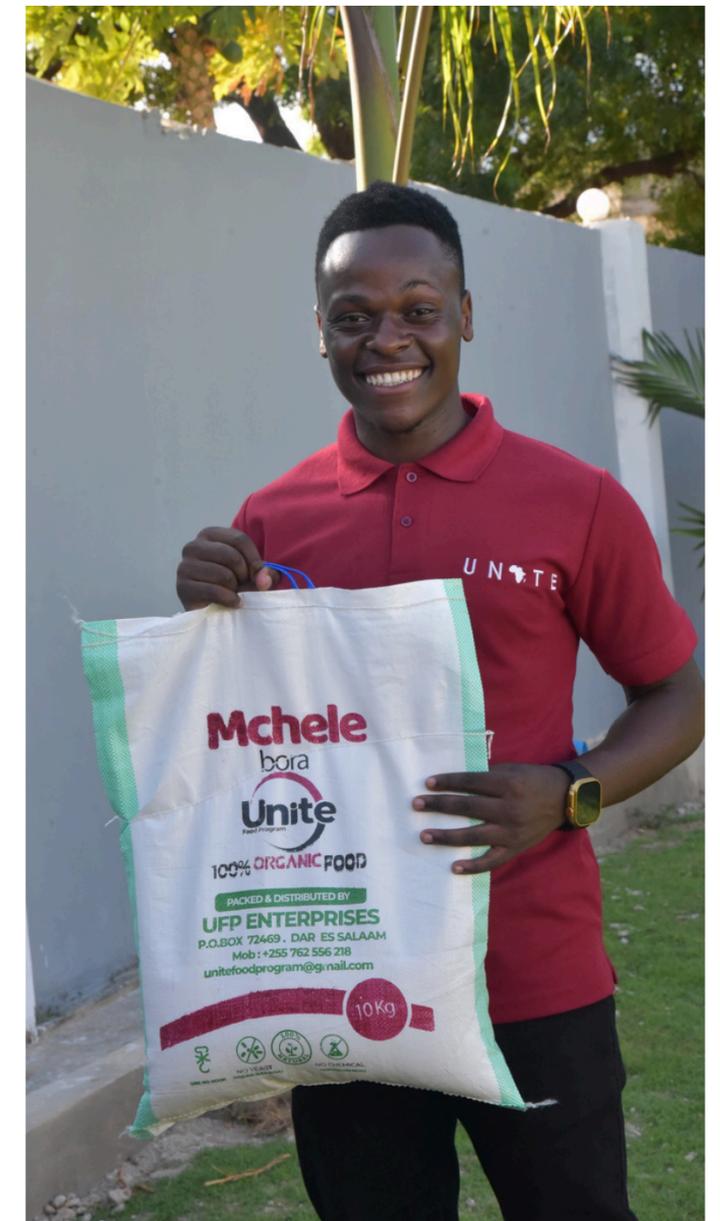
- Customer service goals and customer satisfaction can work hand-in-hand.

Be accessible.

- If your customer has a problem, how easy is it for him or her to get in touch with you? As a customer service provider, you must be easily accessible and ready to offer service.

Be transparent.

- Be open and ready to provide all information required for collaboration, cooperation, and collective decision making between customers and service providers.



KEY ACTIONS OF GOOD CUSTOMER CARE

Explain.

Explain your product/service thoroughly so your customer has a clear understanding of that he/she is buying.

Be empathetic.

Do your best to try and feel what your customer is feeling.

Memorize names.

Identify your customers by their individual names. Do your best to memorize and use names in conversation.

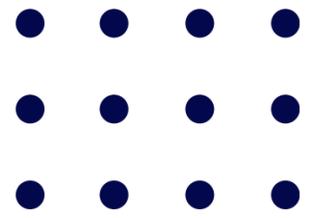
Listen

Engage in careful and active listening. Be aware of body language and listening indicators (yes, ok, I see, etc.). Echo and paraphrase when necessary.

Question.

Ask open ended, leading probing, clarifying questions.



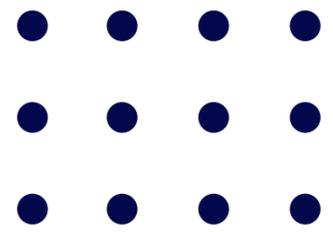


IMPORTANCE OF FIRST IMPRESSIONS

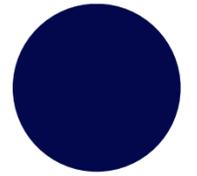
First impressions refers to the judgements people make when they first encounter another person. Studies show that people make important impressions about people they meet within seconds, and these impressions and judgements tend to stick. Create positive first impressions by:

- Dressing well. Having good personal hygiene. Smiling. Using confident body language and strong, friendly voice tones. Being proactive, well mannered, and approachable. Knowing what you are talking about.





10 KEYS OF HIGH QUALITY SERVICE



RELIABILITY

The consistency of performance and dependability. It means that the customer can count on the organization to performs the service right the first time and that the organization honors its promises.

RESPONSIVENESS

Concerns the willingness or readiness of employees to provide timely service.

COMPETENCE

The employees have possession of the required skills and knowledge to perform the service in excellence.

ACCESS

Employees are approachable and there is ease of contact.

COURTESY

Employees are polite, respectful, considerate, and friendly.



QUALITY SERVICE (CONTINUED)



COMMUNICATION

Keep customers informed in language they can understand and listen to them. You may have to adjust language for different clients. E.g. Increasing the level of sophistication with a well-educated customer and speaking simply and plainly with a novice.

CREDIBILITY

Be trustworthy, honest, and have the customer's best interests at heart.

SECURITY

The freedom from danger, risk, or doubt.

UNDERSTANDING/KNOWING THE CUSTOMER

Make the effort to understand the customer's needs.

TANGIBLES

Include physical evidence of the service (photos, receipts).



GUIDELINES FOR PROACTIVE COMMUNICATION

- **Anticipate** customer issues and/or needs.
- Provide constant and consistent **communication**.
- **Empower** department staff to communicate.
- Remove attitudinal barriers. Ensure there is **no "us versus them"** mentality.
- **Recognize customer progress** and/or success and not just problems or errors. Make customers **feel special**.
- **Maintain a voicemail** for callers in case you are unavailable and leave message. Keep up on callbacks.



EXCELLENT CUSTOMER CARE PROVIDERS..

KNOW THEIR PRODUCTS AND/OR SERVICES

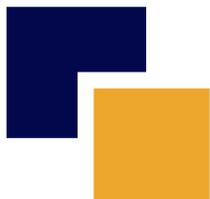
- In order to provide good customer service, you need to know what service you're providing, inside and out.
- Be aware the most common questions customers ask, and know how to articulate answers that will leave them satisfied.

ARE FRIENDLY

- Good customer service starts with a smile. When you are in a face-to-face situation, a warm greeting should be the first thing your customers see and hear when they ask for help.
- And even when handling customer service requests via telephone, a smile can come through in your voice.

SAY THANK YOU

- Gratitude is memorable and can remind your clients why they decided to purchase your product and/or services.



TRAIN THEIR STAFF

- Make sure all of your employees, not just your customer service representatives, understand the way they should talk to, interact with, and problem-solve for customers.
- Provide employee training that gives your staff the tools they need to exhibit good customer service through the entire customer experience.

SHOW RESPECT

- Customer service can often involve emotions, so make sure you are always courteous, respectful, and compassionate.
- Never let your own emotions overtake your desire to see your customer walk away happy.

LISTEN

- Listening is one of the simplest secrets of customer service.
- Listening means hearing what your customers are saying out loud, as well as what they are communicating non-verbally.



ARE RESPONSIVE

- There may be nothing worse than being non-responsive or dismissive to a customer who is trying to get help, resolve an issue, or find out more about what service you're providing.
- Respond quickly to all inquiries, even if it is only to say you are looking into the issue and will be back in touch.
- Some response is always better than no response so that the customer doesn't feel ignored.

ASK FOR FEEDBACK

- You may be surprised what you learn about your clients and their needs when you ask them what they think of your services.
- You can use customer surveys, feedback forms, and questionnaires, but you can also make it a common practice to ask clients first-hand for feedback when they have received their services.



USE FEEDBACK RECEIVED

- Do something with the feedback you receive from customers in order to make it useful in your customer service process and strategic planning.
- Take time to regularly review feedback, identify areas for improvement, and make specific changes in your services.
- Excellent customer service often comes down to consistently checking in with your customers and making sure they are happy with not only the products and services you're providing.
- If you do that successfully, you are on your way to becoming known for providing excellent customer service.



"Your most unhappy customers are your greatest source of learning."

- Bill Gates

HOW TO CREATE A CUSTOMER CARE PROGRAM

STEPS TO TAKE:

- **Think** about what your customers need and ask them (through suggestion boxes, focus groups, discussions, interview or surveys).
- **Develop and write a plan** for how you will meet their needs.
- Deliver **training** to your staff. Make sure you hire the right employees. Skills can be taught, but attitude and personality cannot. It's a fact-of-life that not everyone should interact with customers.
- **Implement the program**, making sure all staff are well trained, committed, and confident.
- Sustain the program by **reviewing changing customer needs** and feedback.
- **Encourage and support** staff through a staff recognition program.





WORKING WITH EMPLOYEES TO IMPROVE CUSTOMER CARE

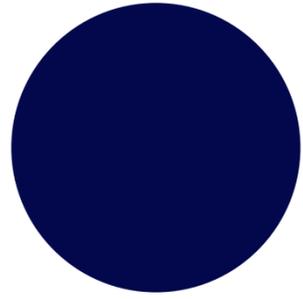
Accountability

- Employees need to be held accountable for achieving customer satisfaction goals. This is part of a comprehensive performance management system and should be a cultural expectation.

Reward and recognition

- Create a system for acknowledging and rewarding employees for demonstrating good customer service skills. Employees need positive reinforcement when they demonstrate the desired behaviors and should be rewarded for doing so.





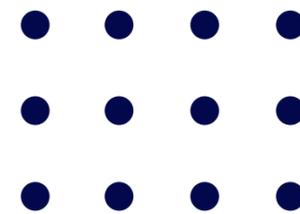
HANDLING CUSTOMER COMPLAINTS



TYPES OF COMPLAINERS

THE MEEK CUSTOMER

- Generally, the meek customer will not complain.
- **Response:** Actively solicit comments and complaints.
- Danger: Customer may quietly leave, never to return again.



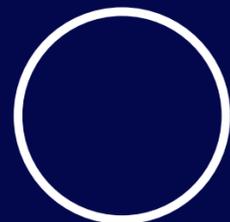
THE AGGRESSIVE CUSTOMER

- Readily complains, often loudly and at length.
- **Response:** Listen respectfully and actively, agree that a problem exists, and indicate what will be done to resolve the problem and when.
- Danger: Being aggressive in return. This customer will not respond well to excuses or reasons why the product or service was unsatisfactory.



THE HIGH-ROLLER CUSTOMER

- Expects the absolute best and is willing to pay for it.
- Likely to complain in a reasonable manner, unless he/she is a hybrid of the Aggressive Customer.
- Is interested in results and how you handle the customer service problem.
- **Response:** Listen respectfully and actively, question carefully to fully determine cause, and correct the situation.
- Danger: As it can be with the Aggressive Customer, the High-Roller Customer is often not interested in excuses.



THE RIP-OFF CUSTOMER

- The goal is not to get the complaint satisfied but rather to get something the customer is not entitled to.
- A constant, repetitive "not good enough" response to efforts to satisfy this customer is a sign of the rip-off artist.
- **Response:** Remain unfailingly objective. Use accurate quantified data to back up your response. Be sure the adjustment is in keeping with what the organization would normally do under the circumstances. Consider asking "What can I do to make things right?" after the first "not good enough" response.

THE CHRONIC COMPLAINER CUSTOMER

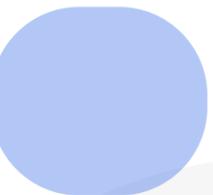
- Is never satisfied and loves to complain. There is always something wrong.
- As frustrating as these customers can be, they are still customers and cannot be dismissed.
- **Response:** Extraordinary patience is required. One must listen respectfully and never express frustration.



DIFFICULT CUSTOMERS CAN OFTEN BE...

- 01 Angry
- 02 Impatient
- 03 Intimidating
- 04 Talkative
- 05 Demanding
- 06 Indecisive

I



STRATEGIES FOR HANDLING CUSTOMER COMPLAINTS



01

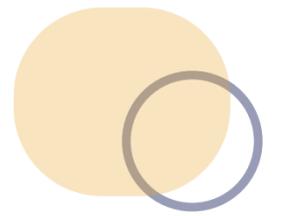
STAY CALM AND CONTROL YOUR EMOTIONS.

- When a customer presents you with a complaint, keep in mind that the issue is not personal.
- A person who remains in control of his or her emotions can understand better and more effectively deal with a client's complaints.
- While it is natural to be defensive when attacked, choose to be the "professional" and stay calm.

02

PRACTICE ACTIVE LISTENING.

- Listen to understand not to respond.
- When responding show that you are listening by using such phrases as, "Hmm," "I see," and "Tell me more."
- Do not interrupt the customer.
- The customer needs to get into a calm frame of mind before he or she can hear your solution or anything you say.



03

ACKNOWLEDGE THE PROBLEM.

- Let the customer know you hear what he or she is saying.
- If you did not make a mistake and it is a misunderstanding, simply explain it to the customer: “I can see how that would be incredibly frustrating for you.”
- You are not necessarily agreeing with what the customer is saying, but you are still respecting how he or she perceives and feels about the situation.

04

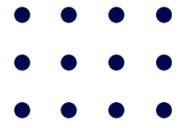
ASK QUESTIONS.

- After listening and the customer has calmed down, take the initiative and begin asking questions.
- Be careful not to speak scripted replies, but use this as an opportunity to start a genuine conversation, building a trusting relationship with your customer.
- To help you understand the situation, get as many details as possible.

05

OFFER A SOLUTION.

- This can happen only after you have sufficient details.
- Know what you can and cannot do according to your company's guidelines.
- Let the customer know that you are willing to take ownership of the issue, even if it was out of your control.
- Be courteous and respectful.
- Take charge and let the customer know exactly what you are going to do to solve the problem.
- If the complaint is not within your scope refer the client to a person who can solve the problem.



ESSENTIAL SKILLS FOR TOP CUSTOMER CARE PROVIDERS



Get control of yourself:

- Never argue with customers when they are angry, displeased, or complaining.
- Remember, you can lose a good customer if you show boredom, irritation, disdain, or displeasure.

Listen and let the customer express his/her feelings:

- The customer wants to be listened to, acknowledged, and understood.
- Use body language to communicate that you are listening.
- Maintain eye contact.
- Repeat or paraphrase some of what you have heard.



SHOW THE CUSTOMER YOU CARE.

- Show concern for the customer's feelings.
- Maintain a concerned, sincere and interested facial expression.
- Your voice, as well as your body language and expression, communicates your attitude.

DON'T BLAME THE CUSTOMER OR THE COMPANY.

- When trying to clarify what went wrong, use either the indirect approach ("There are a few questions I have before I can give you a refund") or use "I" statements ("I need additional information" versus "you," which can feel like an attack).

TRY TO SOLVE THE PROBLEM OR GET SOMEONE WHO CAN.

- Get all the facts you can, and then tell the customer how you can help. Never make promises you cannot keep. And if you cannot help or do not know how, get help from someone who has more power and authority.



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