



## **SECTOR: BUSINESS SERVICES**

### **SUB-SECTOR: CUSTOMER SERVICE COORDINATION**

#### **RTQF LEVEL 4**

#### **BUSCC401 CUSTOMER SERVICE COORDINATION**

By the end of the module, the trainee will be able to:

Elements of competence Performance criteria

#### **1. Contribute to quality customer standards**

1.1 Correct application of customer service according to standards of the company.

1.2 Appropriate contribution to the development and improvement of service as per policies and processes

1.3 Correct assurance that customer interactions are consistent according to best practices

#### **2. Implement customer service systems**

2.1 Proper encouragement of personnel implementation of customer service according to internal regulations

2.2 Review customer feedback according to information gathered.

2.3 Convenient solution of queries received from customer feedback

2.4 Proper communication of adjustments to all those involved in service to ensure better service delivery.

### **3. Manage line of communication**

3.1 Proper establishment of procedures to ensure that decisions about targeting of Customer services are based on up-to-date information.

3.2 Effective establishment of regular communication with customers according to customer requirements

3.3 Efficient establishment of networks to ensure that products or services are delivered according to requirements

3.4 Proper development of online customer service standards according to requirement.

## **LEARNING UNIT1 CONTRIBUTE TO QUALITY CUSTOMER STANDARDS**

**Learning Outcome 1.1: List Apply customer service according to standards of the company**

### **1. INTRODUCTION ON CUSTOMER SERVICE**

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

### **2.DEFINITION OF KEY TERMS**

**Customer:** a person who buys goods or services from a shop or business.

**Service:** the action of helping or doing work for someone.

### **3. THE METRICS USE TO CUSTOMER SERVICE**

Metrics :A Business **Metric** is a quantifiable measure that is used to track and assess the status of a specific business process.

- ❖ First response time
- ❖ Average response time
- ❖ Total handle time
- ❖ Customer satisfaction score

### **4 .CUSTOMER SERVICE SKILLS**

- ❖ Patience
- ❖ Attentiveness
- ❖ Clear communication
- ❖ Knowledge of product
- ❖ Ability to use positive language
- ❖ Acting skills
- ❖ Time management skills
- ❖ Ability to read customers : read : to look at words
- ❖ Goal oriented focus
- ❖ Ability to handle surprise
- ❖ Willingness to learn

## 5. CHARACTERISTICS OF GOOD CUSTOMER SERVICE

- ❖ Promptness : The habit or characteristic of doing things without delay. The habit of adhering to a designated time.
- ❖ Politeness
- ❖ Professionalism : the skill, good judgment, and polite behavior that is expected from a person who is trained to do a job well.
- ❖ Personalization : Personalization is a means of meeting the customer's needs more effectively and efficiently, making interactions faster and easier and, consequently, increasing customer satisfaction and the likelihood of repeat visits.

**Learning Outcome 1.2: Contribute to the development and improvement of service as per policies and processes**

### 1.INTRODUCTION ON IMPROVEMENT AND DEVELOPMENT OF SERVICE

**improvement definition:** an occasion when something gets better or when you make it better

### 2. DEFINITION OF KEY TERMS

- ❖ **Policies :** A **policy** is a set of ideas or plans that is used as a basis for making decisions, especially in politics, economics, or business. ... You are advised to read the small print of household and motor insurance **policies**.
- ❖ **Development of service:** Process of **developing** a new product or **service** for the market.
- ❖ **Improvement of service:** is to make better your service

### 3. STEPS OF IMPROVEMENT PROCESS

- ❖ Define what to measure
- ❖ Define the area that you can measure
- ❖ Collecting data □ Processing the data
- ❖ Analyzing the data
- ❖ Making it usable and presenting data

- ❖ Implementing change

**Learning Outcome 1.3: Assure customer interactions are consistent according to best practices**

### **1.Introduction to customer relationships**

**Customer relations** is the process and manner by which a business develops, establishes, and maintains **relationships** with its **customers**.

**customer management:** One definition of Customer Management would be that it encompasses all the systems, processes and applications needed to manage the customer relationship.

**encompass definition:** to include different types of things:

### **2. DIFFERENT CHANNELS USE TO INTERACT CUSTOMERS**

- ❖ E-mail
- ❖ Telephone
- ❖ SMS (Short Message Service)
- ❖ Social media
- ❖ Instant messaging

### **LEARNING UNIT2 IMPLEMENT CUSTOMER SERVICE SYSTEMS**

**Learning Outcome 2.1: Encourage personnel about implementation of customer service according to internal regulations**

#### **The Implementation of customer service**

To improve its customer service, Parcel force Worldwide has undertaken a “gap analysis”. This is a detailed exercise that assesses:

- where the business is now
- where it wants to be
- what it needs to do to achieve that and how

#### **How to implement customer services**

Customer service is perhaps the most vital part of conducting business as it reflects directly on the company and how it is able to meet the needs of patrons. Implementing customer service training with employees requires a solid understanding of your customer's needs and expectations as well as being able to meet and surpass those needs and expectations through consistent, positively reinforced training. To implement customer service training with employees, you will need to identify your customer's needs, assess your employee's skills, design and implement a training vehicle, and constant reevaluation of customer service delivery.

1. Identify your customer's needs. To implement effective customer service training with employees, you first need to know what your customers expect from your staff and what their needs generally are. This can be accomplished by giving each customer a comment card, setting up a ratings or feedback section on your company's website, and/or asking customers about their experience with your company on their last visit and past visits.
2. Evaluate each employee's skills and skill level. This can be accomplished simply by watching how an employee interacts with customers and what level of service they offer. Some employees will be natural salespersons and possess the skills to up-sell customers with little effort. Others will be better at problem solving or pre-emptive problem solving in which they are able to identify when a customer is unhappy or unsatisfied and address the situation before it becomes unmanageable.
3. Design and implement a training method. This can be done just as in the example of allowing employees to individually demonstrate their skill set and how they execute it effectively. You can also record via video or audio transcription a text of the employee's presentation or use it to compile a customer service manual. You can also have experienced employees or supervisors or managers shadow new employees, and train them on the job. On-the-job training provides real-time and live situational awareness of how customers interact with staff and what their expectations are from said employees.
4. Reevaluate your employee's customer service relations on a consistent basis. Employee evaluations should be given at least twice a year to as many as once a quarter. You want to allow the employee to give feedback on their evaluation and by the same token, allow them input on how effective they believe the customer service training to be.

## **PERSONNEL TRAININGS ON IMPLEMENTATION OF CUSTOMER SERVICE**

1. Targeted recruiting and hiring. Today's managers are faced with the challenge of recruiting and hiring people who value customers. The concern far exceeds hiring the right talent; it includes the awareness of hiring for the cultural fit of their organization. It is true that a strong correlation exists between hiring the right customer service talent and customer satisfaction, effective productivity and increased bottom line profitability.
2. Listen for what customers really need. While the extra effort being put forth to be customer focused is encouraging, there is a big difference between customer service and customer satisfaction. This is where many companies get confused and customer service efforts can go awry. Customer satisfaction is an outcome; customer service is a means or strategy for achieving that outcome. To move toward greater customer satisfaction, businesses must focus on what it is that, indeed, satisfies the customer instead of just focusing on the activities themselves.
3. Handle tough customers with tact. Quality of service is what distinguishes one company from another. Far more than in product-producing companies, in service organizations. The actions of people are the key to quality. The leadership skills of managers in service organizations can contribute significantly to the quality of customer service efforts.
4. Conduct customer surveys. Develop and implement a customer survey program. This will attempt to understand customers' satisfaction with the company, its products and services. Companies will ask key questions about the customers' experiences and determine the overall level of customer satisfaction. Compare results of survey against internal performance measurements to ensure their validity. Managers will use such survey results to understand customer expectation and increase customer loyalty.
5. Motivate employees to be customer-focused. Managers need to create a sense of enthusiasm and energy that would be powerful and contagious for their employees and customers. Employee excitement, know how and determination offer insights to the growth of customer base and success of any organization.

### **Learning Outcome 2.2: Revise customer feedback according to information gathered**

#### **1. INTRODUCTION ON FEEDBACK OF CUSTOMER**

**Customer feedback** is information provided by clients about whether they are satisfied or dissatisfied with a product or **service** and about general experience they had with a company. Their opinion is a resource for improving **customer** experience and adjusting your actions to their needs.

Information coming directly from **customers** about the satisfaction or dissatisfaction they feel with a product or a **service**. **Customer** comments and complaints given to a company are an important resource for improving and addressing the needs and wants of the **customer**.

## 2. IDENTIFY THE COMPLAIN OF CUSTOMER

### 5 ways to handle customer complaints

- Listen and understand. Always listen to your **customers**. ...
- Apologize. Don't be afraid to apologize for a mistake. ...
- Find a solution. When your **customer** has a legitimate **complaint**, it needs to be solved. ...
- Follow up with the **customer**. ...
- Exceed Expectations.

### How to Respond to a Customer Complaint in Writing

1. Summarize the Situation. Begin the letter by thanking the customer for telling you about the problem. ...
2. Use Empathy. Let the customer know that you understand why he was upset or unhappy. ...
3. Offer a Solution. Let the customer know what you can do to resolve the situation. ...
4. Conclude the Letter.

### Examples of complain.

Complaint: "I bought your product but it doesn't do what it's supposed to do."

**Response: "What task do you need done? Let me explain the product's capabilities."** Maybe the product does what the customer needs, they just don't know how. Explain how to use the product. If the customer was mistaken, offer to let them return the product and exchange it for one more in line with what they need.

Complaint: "I talked to someone else and they were no help."

**Response: "I'm sorry you had that experience. Explain the situation to me and let's see if I can be of more help."** Customers may not be satisfied with the service from others at your company. Do your best to show it was an isolated incident, but do not bad-mouth your co-worker or peer.

Complaint: "Well, your competitors said they would do this..."

**Response: "We'll match it."** Don't lose a customer over something small the competition offers that you currently do not. Also use this as a learning opportunity to stay ahead of the curve regarding customer service policies.

## 3. DEFINE KEY TERM

Feedback: Process in which the effect or output of an action is 'returned' (fed-back) to modify the next action. Feedback is essential to the working and survival of all regulatory mechanisms found throughout living and non-living nature, and in man-made systems such as education system and economy.

## **Learning Outcome 2.3: Solve queries received from customer feedback**

### **1. Introduction on customer queries**

A **query** is a question, or the search for a piece of information. The Latin root quaere means "to ask" and it's the basis of the words inquiry, question, quest, request, and **query**. **Query** often fits the bill when referring to Internet searches, polite professional discourse, and subtle pleas.

Is also ask a question about something, especially in order to express one's doubts about it or to check its validity or accuracy.

"many people queried whether any harm had been done"

*synonyms:* ask, enquire, question;

### **2. STEPS TO RESOLVE CUSTOMER COMPLAINS**

- ❖ Give customers a voice
- ❖ Look to the data
- ❖ Connect with your customers
- ❖ Keep help convenient and relevant
- ❖ Give visitors something actionable to do

### **4. THE DIFFERENT WAYS OF RESOLVING QUERIES OF CUSTOMERS**

- ❖ Refunded money
- ❖ Replace the item
- ❖ Correct error
- ❖ Repair the item
- ❖ Apologize to her/him
- ❖ Match expectation

## **Learning Outcome 2.4: Adjust all those involved in service to ensure better service delivery**

### **1. INTRODUCTION ON DELIVERY SERVICE**

**Delivery** is the process of transporting goods from a source location to a predefined destination. There are different delivery types. ... Postal, courier, and relocation services also deliver goods for commercial and private interests.



## **1. CUSTOMER'S ROLES IN SERVICE DELIVERY**

### **Customer's roles**

#### **Customers as a productive process**

customer participation in service production raises a number of issues for organizations. because customers can influence both the quality and quantity of production, some experts believe that the delivery system should be isolated as much as possible from customer inputs in order to reduce the uncertainty customers can bring into the production process.

Customer inputs can affect the organization's productivity through both quality and quantity of output. Clients who clearly articulate the solution they desire.

Provide needed information in a timely manner.

Communicate openly.

Gain the commitment of key internal stakeholders.

And raise the issues during the process before it is too late will get better service.

#### **Customers as quality contributors to service delivery and satisfaction**

Another role customers play in service delivery is that of the contributor to their own satisfaction and the ultimate quality of the services they receive. Customers may care little that they have increased the productivity of the organization through their participation. But they likely care a great deal about whether their needs are fulfilled. Effective customer participation can increase the likelihood of service delivery that their needs are met and that benefits the customer seeks are attained. Services such as health care, education, personal fitness, and weight loss, where the service outcome is highly dependent on the customers participation. In such services unless the customers perform their roles effectively, the desired service outcomes cannot be achieved.

Research has shown that in education, active participation by students – as opposed to passive listening – increases learning the desired service output significantly.

#### **Customers as competitors**

A final role played by service customers is that of a potential competitor. If self-service customers can be viewed as resources of the firm, or as "partial employees," self-service customers in some cases. They can partially perform the service or the entire service for themselves and may not need the provider at all.

## **LEARNING UNIT3 MANAGE LINE OF COMMUNICATION**

**Learning Outcome 3.1: Establish procedures to ensure that decisions about targets of Customer services are based on up-to-date information**

What is a Target Market?

1. A target market refers to a group of potential customers to whom a company wants to sell its products and services.

## 1. STEPS IN DECISION MAKING

**DECISION MAKING:** the action or process of making important decisions.

- ❖ Identify opportunity
- ❖ Gather information
- ❖ Analyze the situation
- ❖ Develop option
- ❖ Evaluate alternative
- ❖ Select a preferred alternative
- ❖ Act on decision

What are the six steps of decision making?

The DECIDE model is the acronym of 6 particular activities needed in the decision-making **process**: (1) D = **define** the problem, (2) E = establish the criteria, (3) C = consider all the alternatives, (4) I = identify the best alternative, (5) D = **develop and implement** a plan of **action**, and (6) E = **evaluate** and monitor

## HOW TO IDENTIFY CUSTOMERS

### Getting to Know Your Customers

#### 1.

Research the customer base that has frequented your business. You can do this by having customers fill out surveys or having a drawing based on customers submitting their business card.

**2.** Use that data to determine the basic demographics of your current customer base. It's a good idea to find out their interests as they pertain to your business so you can get an accurate picture of the kinds of products or services are important to them, as well as the correct way to market to them.

**3.** Use your demographic data to capture new customers not frequenting your business. For example, if you find out that your current customer demographic is married women age 30 to 45, with children, you can assume that there's a good chance you can cultivate more customers with the same demographic. Advertise where you think this demographic gravitates, such as through Parent Teacher Associations, youth sports team sponsorships, and targeted online advertising in that demographic.

**4.** Use your marketing dollars to maximize business without excluding potential customers. Just because they're not in your target market doesn't mean you shouldn't try to capture their business.

As Inc.com suggests, use target marketing to allow you to focus your marketing dollars and brand message on a specific market that is more likely to buy from you than other markets.

**5.** Consider the psychographics of your target market. Characteristics such as personality, attitudes, values, interests, and lifestyles can define where you want to spend your marketing dollars. For example, if you find that the characteristics that define your customer include an interest in fine arts, you can place advertisements in local arts venues and program brochures.

**6.** Listen to what your customers are saying about your business and your competitors. You can do this by setting up polls or surveys on social media or by constructing consumer panel groups. By knowing what they really think, you can begin to tweak your advertisements, promotions, and sales around what your customers think you should be doing, which, in essence, is what you need to be doing.

**7.** Find out where your customers are frequenting and their lifestyle trends by asking that information on your initial data-collecting survey. If you have a social media presence, look at the profile pages of your fans. If your business caters to a younger market, bets are that they spend a major chunk of their day online. If your business has an older generation, they'll still probably be online but probably read the newspaper as well. Assess where your customers are spending their time, and then make sure that your business is visible in those places.

**8.** Pick out a "brand evangelist" to market for you for free. The best advertising is word-of-mouth from a credible source, which is what a brand evangelist - a customer who has a very high opinion of your business and "sings your praises" to everyone they know - does. One way to do this is to set up a consumer advisory board or panel and solicit their advice on improving your products or services. Consumers who sit in on this board or panel will naturally become a brand evangelist.

A **brand evangelist** is a person who believes in your product or service so fervently that he or she aggressively promotes it to others. To flesh out the role of a **brand evangelist**, here are some other explanations: Customers buy things. **Brand evangelists** preach about the things that they have bought.

### **Learning Outcome 3.2: Establish regular communication with customers according to customer requirements**

#### **1. Definition of term**

**Communication:** the imparting or exchanging of information by speaking, writing, or using some other medium.

#### **2. The five purposes of communication**

Purpose of communication

- Establish and disseminate the goals of an enterprise;
- Develop plans for their achievement.
- Organize human and other resources in the most effective and efficient way;

- Lead, direct, motivate, and create a climate in which people wants contribute and
- Control performance.

- ❖ Inform
- ❖ Imagine
- ❖ Influence
- ❖ meet social expectations
- ❖ express feeling

### 3. The steps in communication

Those components include **encoding**, medium of **transmission**, **decoding**, and **feedback**. There are also two other factors in the process, and those two factors are **present** in the form of the sender and the receiver. The communication process begins with the sender and ends with the receiver.

- ❖ Thought :is the action or process of thinking.

#### **Encoding : Meaning of Encoding in communication**

Literally encoding means to convert body of information from one system to another system in the form of codes. Code is the system of symbol, sign or letters used to represent the secret meaning. According to John Fiske, coding is “consist of both signs and rules that determine that how and in what context these signs are used and how they can be combined to form more complex messages”.

#### **Meaning of Decoding in Communication**

It has been observed that communication process is continuous. There is no end in it, because the one encodes the message and the other decodes the message.

Decoding means translating written words into the sounds and meanings of spoken words (often silently). **Encoding**, or spelling, is the reverse process. The skills used in **encoding** are usually developed alongside decoding skills and reflect similar learning.

### **Learning Outcome 3.3: Establish networks to ensure that products or services are delivered according to requirements**

#### **1. Definition of key**

##### **Communication Networks :is**

An organization of stations capable of intercommunications, but not necessarily on the same channel.

##### **needs of use of networks**

**Why Networking is Important.** Having a well-established **network** has become an **important** part of our lives. The easiest way to expand your **network** is to build on the relationships with people you know; family, friends, classmates, colleagues and acquaintance's. Actually, we are all expanding our **networks** daily.

### **Learning Outcome 3.4: Develop online customer service standards according to requirement**

**Customer service** is the process of ensuring **customer** satisfaction with a product or **service**. Often, **customer service** takes place while performing a transaction for the **customer**, such as making a sale or returning an item.

#### **1. Definition of key term**

**Online service** : An **online service** refers to any information and **services** provided over the **Internet**. These **services** not only allow subscribers to communicate with each other, but they also provide unlimited access to information.

□ **Customer service** : **Customer service** refers to the way that companies behave towards their customers, for example how well they treat them.

#### **2. Advantages of using online service to customer**

Our Online Services are secure and convenient.

- **Faster Process:** Fund transfer using online methods is faster. The usual cheque or bank transfers take longer to get cleared.
- **Convenience:** Your customers can pay from anywhere and anytime. It comes with a 24/7 ability to collect payments.
- **Multiple payment options:** Your customers can choose their preferred payment options like debit & credit cards, net banking, wallets etc.
- **Easy Setup:** Setting up online payments options can be as easy as copy-pasting a single line of code.

#### **Disadvantages of using online service to customer**

##### **1. Delay in delivery**

Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer's doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online.

##### **2. Lack of significant discounts in online shops**

Physical stores offer discounts to customers and attract them so this makes it difficult for e-tailers to compete with the offline platforms.

##### **3. Lack of touch and feel of merchandise in online shopping**

Lack of touch-feel-try creates concerns over the quality of the product on offer. Online shopping is not quite suitable for clothes as the customers cannot try them on.

#### **4. Lack of interactivity in online shopping**

Physical stores allow price negotiations between buyers and the seller. The show room sales attendant representatives provide personal attention to customers and help them in purchasing goods. Certain online shopping mart offers service to talk to a sales representative,

#### **5. Lack of shopping experience**

The traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping. Consumers look forward to it as an opportunity to go out and shop.

#### **6. Lack of close examination in online shopping**

A customer has to buy a product without seeing actually how it looks like. Customers may click and buy some product that is not really required by them. The electronic images of a product are sometimes misleading. The color, appearance in real may not match with the electronic images.

People like to visit physical stores and prefer to have close examination of good, though it consumes time. The electronic images vary from physical appearance when people buy goods based on electronic images.

#### **7. Frauds in online shopping**

Sometimes, there is disappearance of shopping site itself. In addition to above, the online payments are not much secured. So, it is essential for e-marketers and retailers to pay attention to this issue to boost the growth of e-commerce. The rate of cyber crimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues.