

**SECTOR: ALL**

**SUB SECTOR: ALL**

**RTQF LEVEL 4**

**CCMQS401**

**PROVIDING QUALITY CUSTOMER  
SERVICE**

## **Elements of competence**

### **L.U.1: Develop and maintain product, service and market knowledge.**

#### **Learning Outcomes:**

- 1.1 Identify opportunities and use formal and informal research to develop and maintain knowledge of products and services.
1. 2 Use customer feedback and workplace observation to evaluate products, services and promotional initiatives and identify changes in customer preferences, needs and expectations.
  
1. 3 Share market, product and service knowledge obtained with colleagues to enhance the effectiveness of the team
  
1. 4 Suggest ideas to appropriate person for product and service adjustments to meet customer needs for future planning according to organization policy.

### **L.U.2: Provide a quality service experience to customers.**

#### **Learning Outcomes:**

- 2.1 Determine and clarify customer preferences, needs and expectations
2. 2 Offer accurate information about appropriate products and services to customers to meet their needs and expectations.
2. 3 Anticipate customer preferences needs and expectations throughout the service experience and provide products and services in a timely manner, appropriate to individual needs and preferences, and according to organization standards.
- 2.4 Offer possible extras and add-ons appropriately and provide personalized and additional services and products where appropriate
2. 5 Promote products and services at appropriate opportunities according to current organization goals and promotional focus and employ selling techniques appropriately to encourage usage and purchase

### **L.U.3: Deal with complaints and difficult customer service situations.**

#### **Learning Outcomes:**

3.1 Use questioning techniques to establish and agree on the nature, possible cause and details of the complaint or difficult customer service situation with the customer and assess the impact on the customer of the situation.

3.2. Use communication techniques to assist in the management of the complaint and handle the situation sensitively, courteously and discreetly.

3.3 Determine possible options to resolve the complaint and promptly analyze and decide on the best solution, taking into account any organization constraints

3.4. Use techniques to turn complaints into opportunities to demonstrate high quality customer service.

3.5. Provide feedback on complaints to appropriate personnel in order to avoid future occurrence

3.6. Reflect on and evaluate complaint and solution to enhance response to future complaints or difficult service situations.

#### **L.U.4: Manage and use information about clients and customers.**

##### **Learning Outcomes:**

4.1. Determine and record customer information where appropriate to provide personalised service

4.2. Develop and maintain knowledge of organisation promotional initiatives and implement where appropriate

4.3. Proactively provide enhanced products and services to clients and customers based on client information.

## **L.U.1: DEVELOP AND MAINTAIN PRODUCT, SERVICE AND MARKET KNOWLEDGE.**

**L.O.1: 1.1 Identify opportunities and use formal and informal research to develop and maintain knowledge of products and services.**

- ❖ **Products:** a thing or person that is the result of an action or process
- ❖ **Services:** the actions of helping or doing work for someone.

### **Importance**

This is **important** in order to maintain a sale and prevent the customer from leaving. It also builds trust, creates added value for the customer, and ensures customer satisfaction. Overall, knowing your **products and services** is a vital component of successful sales and customer **service**.

*Opportunities to develop and maintain knowledge of products and services*

- ✓ Membership of industry associations and networks
- ✓ Conventional and creative sources of information

**L. O.1.1: Identify opportunities and use formal and informal research to develop and maintain knowledge of products and services.**

Formal and informal research techniques:

- ✓ Discussions with colleagues
- ✓ Reading organization information
- ✓ Research of product and service information brochures
- ✓ General media
- ✓ Attendance at conferences, trade shows and industry events
- ✓ Distributing surveys and questionnaires

**L.O.1.2: Use customer feedback and workplace observation to evaluate products, services and promotional initiatives and identify changes in customer preferences, needs and expectations.**

***Products, services and promotional initiatives***

- ✓ Tours and transport
- ✓ Conferences and conventions
- ✓ Function facilities
- ✓ Entertainment
- ✓ Shopping services
- ✓ Restaurant facilities
- ✓ Food and beverage
- ✓ Add-on services
- ✓ Special offers or packages.

**L.O.1.2: Use customer feedback and workplace observation to evaluate products, services and promotional initiatives and identify changes in customer preferences, needs and expectations.**

***Ways to determine customer preferences, needs and expectations:***

- ✓ Active listening
- ✓ Questioning
- ✓ Observation
- ✓ Recognition of non-verbal signs

***Factors influencing customer preferences, needs and expectations:***

- ✓ Age
- ✓ Gender
- ✓ Social and cultural characteristics
- ✓ Prior knowledge
- ✓ Special needs

**Ways to satisfy *customer preferences, needs and expectations*:**

- ✓ Friendliness
- ✓ Courtesy
- ✓ Value for money
- ✓ Prompt or timely service
- ✓ Assistance
- ✓ Empathy and support
- ✓ Comfort
- ✓ New experience
- ✓ Basic needs for food, shelter, transport or other services.

**L.O.1.3: Share market, product and service knowledge obtained with colleagues to enhance the effectiveness of the team**

1. Make the organization's best problem-solving experiences reusable
2. Enable better and faster decision making
3. Stimulate innovation and growth
4. Improve delivery to customers

**Methodology**

The current study explores how selected intrapersonal and interpersonal factors, i.e. willingness, motivation, communication, collaboration relate to knowledge sharing in organizations. In addition, the nature of mentoring relationships between different generational cohorts is examined. In particular, we are interested in employee perceptions regarding the degree of mentoring that they receive from their co-workers. The data were collected in Slovenia via a web-based survey using a convenience sampling method. The following measures were used:

### **Knowledge sharing behavior.**

- Willingness
- Motivation
- Collaboration.
- Communication.

**L.O.1.4: Suggest ideas to appropriate person for product and service adjustments to meet customer needs for future planning according to organization policy.**

### **Importance of Product and Service adjustment on customer satisfaction**

Factors that can affect consumer **satisfaction** include the quality of the product, the quality of service provided, the atmosphere of the location where the product or service is purchased, price, and value.

### **L.U.2: PROVIDE A QUALITY SERVICE EXPERIENCE TO CUSTOMERS.**

#### **Learning Outcomes:**

**L.O.2.2:** Offer accurate information about appropriate products and services to customers to meet their needs and expectations.

#### *Needs and expectations of customers on products and services*

- General features
- Special features
- Benefits
- Disadvantages
- Price
- Special offers
- Availability
- How to purchase or order

**L.O.2.3: Anticipate customer preferences needs and expectations throughout the service experience and provide products and services in a timely manner, appropriate to individual needs and preferences, and according to organization standards.**

### **5 Ways to Accurately Anticipate Customer Needs**

1. Look for the next problem to solve, not which product to sell.
2. Pay attention and mine the future **demand** from the next **needs** of current **customers**.
3. Let **customers** try before they buy.
4. Give **customers** an easy way to share their ideas.
5. Conclusion.

### **Importance of timely customer service**

❖ **Good reputation**

❖ **Loyalty**

**Learning Outcome 2.4 and 2.5: Offer possible extras and appropriately and provide personalized and additional services and products where appropriate**

**Add-ons product:** Refers to Fees or charges that are added to the basic price of a good or service for additional features or benefits, such as those added to the price of a car for accessories.

**Here are a few customer service tips for identifying ways to better serve customers:**

- Strengthen your customer service skills.
- Look at every touch point.
- Improve your customer interactions.
- Enhance your customer service strategy.
- Make sure your reps are engaged.

## **Promoting products and services**

- ✓ Displays
- ✓ Promotions
- ✓ special offers and deals
- ✓ menus and specials
- ✓ Word of mouth
- ✓ Up-selling.

## **Selling techniques:**

- ✓ Serving
- ✓ Helping
- ✓ Advising
- ✓ Building rapport with customers
- ✓ Arousing interest

## **L.U.3 DEAL WITH COMPLAINTS AND DIFFICULT CUSTOMER SERVICE SITUATIONS.**

### **❖ Questioning techniques:**

- Closed questions 'polar' questions generally invite a one-word answer, such as 'yes' or 'no'. ...
- Open questions.
- Probing questions.
- Leading questions.
- Loaded questions.
- Funnel questions.
- Recall and process questions.

## **Complaints or difficult customer service situations:**

### **How to Deal with Difficult Customers**

1. Listen to What They're Saying
2. Show You Care
3. Offer a Solution
4. Always Exceed Expectations

### **How to Deal with Customer Complaints**

1. Actually listen to what your customer is trying to say to you
2. Ask questions in a concerned and caring manner
3. Put yourself in their shoes.
4. Apologize, but don't blame anyone
5. Resolve the problem quickly

**Learning Outcome 3.2: Use communication techniques to assist in the management of the complaint and handle the situation sensitively, courteously and discreetly.**

### **Communication techniques:**

- ✓ Listening and active listening
- ✓ Asking questions to gain information, clarify ambiguities and adequately understand requirements
- ✓ Rephrasing and repeating questions, requests and statements to confirm that they have been correctly understood
- ✓ Empathizing with the customer's situation while upholding organisation policy
- ✓ Non-verbal communication and recognition of nonverbal signs
- ✓ Using communication techniques appropriate to different social and cultural groups
- ✓ Ability to speak clearly, be understood and use appropriate language, style and tone.

**L.O.3.3: Determine possible options to resolve the complaint and promptly analyse and decide on the best solution, taking into account any organisation constraints**

**Organization constraints:**

- Emotional and logical aspects of complaints.
- Methods to manage and reduce stress when resolving complaints
- Proactive complaint handling

**Learning Outcome 3.4: Use techniques to turn complaints into opportunities to demonstrate high quality customer service.**

**Methods of transforming complaints into additional service opportunities:**

- Provide customers with all necessary information. Customers need to understand what your product or services can do.
- Encourage complaints
- Make it easy for customers to complain
- Log your complaints
- Know the cost of customer complaints.

**Learning Outcome 3.5: Provide feedback on complaints to appropriate personnel in order to avoid future occurrence**

Collecting customer feedback shows you value their opinions. By asking your clients for feedback you communicate that their opinion is important to you. You involve them in shaping your business so they feel more attached to your company. Listening to their voice helps you create stronger relations with them.

## **Effective feedback giving**

**Feedback** is **effective** when the recipient is able to receive the information and adjust his or her behavior accordingly. **Feedback** is not criticism, condemnation or judgment.

**L.O 3.6: Reflect on and evaluate complaint and solution to enhance response to future complaints or difficult service situations.**

**Complaint analysis may include:**

- ✓ Tools of analyzing customer complaints
- ✓ Customer complaint checklist
- ✓ Customer satisfaction

**L.U.4: MANAGE AND USE INFORMATION ABOUT CLIENTS AND CUSTOMERS.**

**L.O.4.1: Determine and record customer information where appropriate to provide personalised service**

**Types of customer information:**

Seller company collects about the buyer company are classified into four **categories**:

1. Market and industry level,
2. Organizational level,
3. Business unit and buying center level, and
4. Individual level information about the customer

**Techniques of collecting customer information:**

- Order forms.
- Enquiries.
- Complaints.
- Warranty cards.
- Customer rewards programs.
- Customer satisfaction surveys.
- Feedback cards.

- Customer competitions.

**L.O.4.2: Develop and maintain knowledge of organisation promotional initiatives and implement where appropriate.**

### **Importance of promotional activities**

#### **Importance of promotional activities in marketing**

Promotion is a key element in putting across the benefits of your product or service to the customers. Well-designed marketing and promotional strategies ensure long-term success, bring in more customers and ensure profitability for businesses

#### **How to implement your marketing plan**

1. Set the right expectations.
2. Build the team and secure resources.
3. Communicate the plan
4. Build out timeline and tasks
5. Set up a dashboard for tracking success
6. Monitor and check-in regularly
7. Be willing to adapt
8. Communicate results and celebrate success

**Learning Outcome 4.3: Proactively provide enhanced products and services to clients and customers based on client information.**

#### **Tips for improving service quality management:**

1. Encourage agent feedback
2. Have agents listen to their calls
3. Send post-contact surveys after every interaction
4. Evaluate regularly

5. Give all agents clear and consistent standards.
6. Take a team approach to eliminate bias

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