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| **Learning Guide #**  **Unit of Competence: Deliver and monitor service to customer**  **Module Title: Deliver and Monitor Service to Customer**  **LEVEL III** : Accounting and health students  Regular and Extension |
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| **Deliver and monitor a service to customer** |
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*LO1. Establish contact with the customer*

*LO2.identify customer need*

*LO3.Daliver service to customer*

*LO4.Prossising customer feedback*

**LO1.Establish contact with customer**

**What is customer?**

* **A customer** (also known as a client buyer or purchaser) is the recipients of a good or service. Products or idea obtund from a seller Venter or supplier or supplier for a monetary or other valuable construction
* **Classification of customer**
* Customer are categorized in to two type

1. *An intermediate customer or trade customer* (more informally the trade) Who is a dollar that purchase goods for re-sell purpose .
2. *An ultimate customer*

Who does not in turn re-sell the things bought but either passes them to the consumer or actually is the consumer.

Customer also can be classified as internal & external

1. Internal customer ;-are people from with your organization who need your assistance .Eg, marketing, finance, HR Department.
2. External customer ;-are people from other organization who come for as recipients of goods or services

**Acknowledging & greeting customers in professional courteous & concise manner a counting to organization requirement**

**Greeting the customer**

*Greeting the customer* ;- can after be the most important aspect to closing a sales take these five (5) tips to ensure your customers never walk out your door dissatisfied.

1. Smiles with your greeting ;-customers want to hear words of greeting & see a smile welcome to well-mart the customer will most likely start their shopping experience off in the wrong mode.
2. Stop what you are doing;-stand up your task & offer a smile &words of greeting.
3. Show do not tell;-when the customer enters your stores they will most likely take the time to show them exactly where the product is.
4. Ask questions ;-consider different products that offer many different function .you may specifically ask them the type of hold scant and size or quality they are looking for.
5. Dress professionally;-because you will be the first face that prospective customer see be sure to dress & act professionally.

Establishing a courteous and professional manner

**Meaning & why are courtesy & concise important in customer service**?

Most jobs in the industry require you to interact regularly with clients. Some of these interactions include:

* attending to customers’ enquiries and complaints
* determining a client’s needs
* obtaining feedback from a client with regard to an installation, customisation, or support issue
* providing a client with information
* Providing instruction to a client.

When dealing with clients, it is important for you to ensure you establish and maintain a courteous and professional manner.

## Courteous and professional manner

To be courteous means to show good manners and respect for others’ opinions and needs. To be professional means to conduct yourself in a manner that is mature, responsible and fair.

### Reflect

Imagine you are a client and you ask an IT Support person for help. What behaviour would you expect from the IT Support person if you were to consider them courteous? What behaviour would you expect from them if you were to consider them professional?

### Courteous behaviour

Behaviour that is considered courteous is:

* being friendly
* showing respect for the other person, and
* assisting the other person.

Being courteous is an important element of being professional

* Generally A courtesy;-is a polite remark or respectful act the common courtesy is usually an apology from the manger & if you are lucky, free dinner courtesy is all about using your manners .a courtesy is very important in life because when you are courtesy people have a good impression of you & respect automatically follows instead of hatred .
* The level of courtesy employees show affects whether customers buy & whether they come back.
* Concise;- refers to speech or writing that uses fuel words to say much concise usually implies that unnecessarily details or verbiage have been eliminated from more word statement.

### Professional behaviour

When dealing with clients in a workplace setting, professionalism is critical. Behaviour that is considered professional is:

* being courteous
* focusing on the needs of the client
* assisting the client to meet their needs
* following organisational policies and expectations of good conduct
* ensuring the client’s needs have been met.

Another key element to professionalism is doing all of the above within an appropriate timeframe.

**Maintaining personal dress & present line with organization**

**Dress code**

* As a subject area dress codes & appearance at work are becoming more important in the work place.
* To wear a uniform to communicate a corporate image & ensure that a customer can *easily identify* them.

Key point

* Employers must avoided unlawful discrimination in any dress code policy.
* Employers may have health and safety reasons for having ascertain standard.
* Dress code must apply to both man and women equally although they may have different requirement.

Why is dress code important at work?

* The major reason why dressing in proper business attire is important for every business professional because it presents a visual image and sends a message that the employees are professional.
* To wear a uniform to communicate a corporate image & ensure that a customer can *easily identify* them.

**LO2.Identfy customer need**

Definition: Identify customer needs

Providing superior customer service means meeting customer need, by providing them with the product and service they want or buy providing effective solutions to their problem.

*What is customer needs*?

* **Customer need** is a motive that prompts a customers to buy a product or service.

Ultimately, the need is the driver of the customers purchase decision.

* N**eed** is a desire that a cause of customer to buy a product, If a customer buy products to satisfy a need then needs provoke customer to buy a product.

16 most common types of customer needs

A customer need is a motive that prompts a customer to buy a product or services. Ultimately, the need is the driver of the customers purchase decision. Companies often look at the customer need as an opportunity to resolve or contribute surplus value back to the original motive.

Below are the most common types of customer needs --most of which work in tandem with one another to drive a purchasing decision.

**Product Needs**

1. **Functionality**

A customer needs your product or services to function the way they need in order to solve their problem or desires.

1. **Price**

Customers have unique budget with which they can purchase a product or service.

1. **Convenience**

Your product or services needs to be a convenient solution to the function your customers are trying to meet.

1. **Experience**

the experience using your product or service need to be easy or at least clear so as not to create more work for your customers.

1. **Design**

A long the line of experience, the product or service needs a slick design to make it relatively easy and intuitive to use.

1. **Reliability**

The product or service needs to reliably function as advertised every time the customer wants to use it.

1. **Performance**

The product or service needs to perform correctly so the customer can achieve their goals.

1. **Efficiency**

The product or service needs to be efficient for the customer by stream ling an otherwise time consuming processes .

1. **Compatibility**

The product or service needs to be compatible within other products your customer is already using.

**Service needs**

1. **Empathy**

When your customers get in touch with customer services they want empathy and understanding from the people assisting them.

1. **Fairness**

From pricing to term of service to contract length customers expect fairness from a company.

1. **Transparency**

Customers expect transparency from accompany they are doing business with.

Service outages, pricing changes, and things breaking happen, and customers deserve opinions from the business they give their money to.

1. **Control**

Costumer need to fill like they are in control of business interaction from start to finish and beyond and customer empowerment should not end within sale. Make it easy for them to return product, change subscription, adjust terms e.t.c.

1. **Options**

Customer needs options when they are getting ready to make purchase from accompany. Offer a variety of product, subscriptions, and payment option to provide freedom of choice.

1. **Information**

Customer need information from the moment they start interacting with your brand to days and months after making a purchase. Business should invest in educational blogs content instruction knowledge base content and regular communication so a customer has the information they need to successfully use a product or service.

1. **Accessibility**

Customers able to be to access your service and support teams, this means providing multiple channels for customer services. We well talk a little more about these options later.

In this article, we are going to explore how to attract and sustain customers based on meeting their inherent needs and imposing value. For launch, this could be special promotion, a short wait time, or a post-dining thanks, you email. If companies can be to make changes before their customers’ needs are not fulfilled, this can ultimately lead to growth, innovation, and retention.

Ways your business can be sensitive to customer needs

Understanding customer needs is prerequisites to successful product launch .there are five methods that can help your business have better knowledge of your customer need.

1. Put yourself in their shoes

* Understanding customer needs requires you to relate with the experience your customer go through when having contact with your business .these point of contacts can create a lasting impression that can affect customer decision observe your call center support services, sales presentation & meetings marketing communication & your customer service employees doing this can open your eyes to customer needs that you have not realized in the past.

1. A conduct customer research

* Conduct a customer research is a systematic way of equipping your business with a comprehensive view of your market’s needs statically data can lead to solid conclusion about a purchasing population when you conduct research you do not only get to acquaint with your customer your also learn about the fronts analyses & conclusion that other organization `may not have gathered beforehand.

1. Gather customer feedback

* Asking your customer about their opinion you make them feel valued. By asking your customer for feedback you proactively eliminate the chance of these hidden errors affecting other customers in the future.

1. Go to social medias

* using social media inputs is important because database that provides essential input about your customer in eluting their past interaction with your business w/c can help your understand their needs.
* To better understand what your customer truly need you must pay attention to what they say whenever they are contact with your business.

**Assess customer’s needs for urgency to determine priories for service delivery in accordance with organization requirements**

* When a customer expectation are high times lines are short & recourses are limited you need to priorities your customer need how do you determine what needs to be attended to first?

*Determining priorities* ;-

* Here are some guide line on determining the urgency of customer request create a priorities’ to list
* It is a good idea to follow these steps
  + - Consider your current goals & activities &create your to do list
    - Give each task in your list a priorities with one as the highest priory task are at the top
    - Cross off each task as you complete it
    - Lastly what is the best use of my time right now?

**Update your assumption about the customer need**

* Needs can be change examples ask your team leaders if the work team will still be meetings on that day

**Customer specific needs**

* Customers have different needs for e.g. they may need information(e.g. how to control in a course) a products(e.g. a book),or a services( abuse trip) .sometimes their needs are not so clear they may not know what they want or need & are asking you to provide solutions
* Active listening allowing the customer to explain their need or concern without trying to solve the problem immediately e.g. listen ratio
* Questioning ;- using questioning to draw out the exact need
* Paraphrasing :-repeating the need or concern back to the customer in your own words to check you have under stood it correctly.

**Benefit of identifying customer needs**

* Gain a competitive edge

You will only gain a competitive edge, you have correctly identified your customer needs.

To using three things can identifying customers need:

1.communcate with your customers and find out how you can satisfy their needs better.

2.Establishe ways to record and interpret customer feedback.

3.Use information when making important decisions about marketing, buying, merchandizing

The resultant competitive edge should:

* Attract more customers than your competitors.
* Increase the amount that your customers spend.
* Persuade your customer to shop with you more regularly.
* Happy customers results in happy staff who in turn attract more customers .
* Happy customers are likely to deal with the organization regularly and contributes to profitability.

**LO3. Delivering services to customer**

What is customer service?

* **Customer service** is the process of ensuring customer satisfaction with a product and service.

**Customer service** is the act of taking care of the customer’s need by providing and delivering professional, helpful high quality service & assistant before during & after the customer requirements are met.

* **Generally** ,Customer services is meeting the needs & desire of any customers.’

*Providing prompt |timely| customers service to meet identified needs according to organizations requirement*

* Responding to customer requests on time as well as resolving customer issue in a timely fashions is an extremely part of customer service.

*Prompt |timely| customer services is important for this exact reason*.

Because customers are the most important part of any business since without them there would be no revenue & subsequently, no business at all.

**The benefit of timely customer service**

1. **Reputation**

* Providing efficient customer services is imperative to earning a positive reputation among consumers as well compotators.
* When the customer are un happy with the customer service they receive or one glaive experience with company.

1. **Loyalty**

* Provide great customer service is key in creating a band of loyal customers.

1. **Word of mouth advertising**

* Prompt |timely| & effective customer service will result can also serve as free advertisement.
* When a customer are happy with the service they receive from your company & they are more lovely to recommends you to their friend & members.

**Characteristic of good customer service includes;-**

* **Promptness**; promise for delivery of product must be on time. delays & cancellation of a product should be a voided.
* **Politeness** ;is all most a lost art saying hellos ‘good afternoon ‘ &’ thank you very much’ are a part of good customer. For any business ,using good manner is appropriate whether the customer , make a purchase or not.
* **Professionalism** ;-all customers should be treated professionally which means the use of competency or skill expected of professional.
* **Personalization;-**using the customers name is very effective in producing loyalty.

LO4.Processing customer feedback

WHAT IS CUSTOMER FEEDBACK AND WHY IS IT SO  RELEVANT FOR YOUR BUSINESS?

WHAT IS CUSTOMER FEEDBACK?

**The term ​customer feedback**​ refers to the information that comes directly from  consumers about the satisfaction or dissatisfaction they experience regarding a certain  product or service. In other words, it is all the information generated by consumers  and/or buyers of a certain brand. This information comes in many formats (e.g., text or speech) and through different channels. Common sources of customer feedback are:

**Surveys and questionnaires**

A survey is defined as the measure of opinions and experiences of a group of people  about a specific topic. Information is obtained by asking questions. A survey differs from  a questionnaire, which is defined as a set of printed or written questions with a  predetermined choice of answers letters , devised for the letters Emails and letters purposes of a letters Emails and letters statistical ​study

**Email and letters**

E-mails are another common form of customer feedback. Some consumers e-mail  companies with their experiences after they have purchased or used a product or  service. They use e-mails to express their gratitude or the letters Emails and letters reasons for their dissatisfaction.

**Phone calls and call centre data**

A call centre is a centralized office that processes large volumes of telephone and electronic requests. A call centre manages letters Emails and letters the incoming product support requests or information inquiries from ​from users

**Product reviews**

Online Consumer Product Reviews​ are written by people who have used a certain  product or service. They represent a very important source of customer feedback for  brands sold through online retailers.     There are two main reasons why Online Consumer Product Reviews are ​the most  valuable form of customer feedback​. First, reviews contain relevant insights about  brands, products and services. Users write freely about their preferences, aversions and  expectations. Managers can use this knowledge to optimize their products or marketing  communication campaigns.

Second, reviews have the power to potentiate sales. More than 80% of consumers have  stated that their purchase decisions were influenced by what they read on product  reviews. In today’s Internet-driven world, consumers have more power than ever. A  single user can broadcast his praises or complaints to an audience of millions.

*Customer Feedback Categories*

  Customer feedback can be classified into two different macro-categories:

1. **Questions and Answers**: include surveys and interviews. First, someone has to find the consumers willing to participate. Then someone needs to ask them some previously structured questions.

The outcome is a structured set of data and in understand (e.g., charts, diagrams, curves) and usually includes key quantitative indicators. Or the results can be written in a storytelling format with qualitative interpretations of the data. Sometimes, these two types of results are combined.

The main drawback of using these methodologies is the potential bias that can result from the interaction between the organization (questions) and the respondents (answers).

1. **Voluntarily generated**: include e-mails, call centre data and online consumer product reviews. Usually, the information is not homogeneously structured. So, the main drawback of using this type of customer feedback lies within the complexity of the analysis. However, if approached correctly, in valuable unbiased insights can be obtained.

**Why is customer feedback so relevant for your business?**

Customer feedback is essential to managers and decision makers’ .It provides actionable market insights that can help them to improve the consumer experience a subsequently, their brand’s performance.

We summarized the most important reasons why for you:

1. **Optimize products and services**

Consumer input is commonly used throughout the product development process to make sure that the end product will solve a problem or fulfill a need. Listening to your customers is the only way to know if you are offering something that they actually want to buy.

The world’s most innovative companies are making sure that their products meet or ideally exceed their users’ expectations. In today’s competitive environment, the companies who understand the importance of customer feedback and use it during the product development process can build stronger competitive advantages. Listening to the voice of customers can help increase brand loyalty and even convert mere users into brand advocates.

1. **Measure consumer satisfaction**

Monitoring this indicator helps you find out how your product is performing in terms of the consumers’ expectations.

Customer feedback provides important information about their satisfaction.

A simple way to measure it is to look at the star-ratings of your products that accompany reviews posted on e-trailers. Usually, if a product has more stars, it means that it has performed most favorably and vice versa.

Some brand sues their own interpretation of the star-ratings. E.g., products with rating of 1-3.5 stars are considered as unsatisfactory, products with 3.5-4.5 stars as neutral​and products with 4.5-5 stars as satisfactory.

This specific measurement is a quantitative one and is not enough to explain why consumers actually like the products or not. To deep dive into the reasons behind a certain score, it is important to analyses the full reviews.

**3. Insights for a better customer experience**

Optimizing the consumer experience should be your main motivation to gather customer feedback. Offering the best possible experience helps you gain more opportunities for up- and cross-selling. Furthermore, consumers that are satisfied with their experiences are more likely to recommend your brand to their friends.

In order to offer the best possible experience for your consumers, you must understand what they want and how they feel. If you can offer a better experience than competitors, consumers are more likely to remain loyal to your brand.

Moreover, customer feedback can help you understand and better map the consumer journey for your product or brand and subsequently identify the areas of opportunity.

Using customer feedback throughout your product development process brings you closer to fuel consumer-driven innovation and better manage your product’ life cycle.

**4. Help improve customer retention**

  Analyzing customer feedback regularly can help you make sure that you have continuous awareness of your performance. Unsatisfied consumers who find better offers from competitors may stop doing business with you. Listening to your unhappy consumers helps you design strategies to correct current mishaps and even prevent potential faux pas that can result in customers churning.

**5. Run consumer data-driven decisions**

The best business decisions are based on data. But what if you end up with inaccurate data? Customer feedback is the holy grail of data that helps you understand how customers really feel about your product, service or brand. Consider making customer feedback your guide to better business and marketing decisions. Consumers will have the best suggestions for your products. We recommend you to listen to them.

**KEY POINT**

* **Customer** a person or organization that obtains goods or services.
* **Internal customer** a person or department within an organization that is dependent on another employee or department.
* **External customer** a person or organization outside the organization that obtain goods or service.
* **Customer service turning** customer into satisfied customer.
* **Customer care providing** a customer’s service.
* **Customer satisfaction** a feel good factor which affect both customer and staff and which encourages the customer to come back again.
* **Customer service desk** the contour in a shop or other organization open to the public which offers all feature of customer service, advice, refunds, exchange, lodging of complaints.
* **Customer relationship management(CRM**) the person of establishing a relationship with an existing customer and then developing that relationship and customer loyalty through regular contact and the provision customer benefits.
* **Teamwork** organizing the staff so that they work as member of a coherent team, each member taking responsibility for what the team does and sharing in the rewards for achievement.
* **Stakeholder** a person or organization which has an interest in business

Individual assignment

1. How to provide effective service to customer service?

2. What is the benefit of attract more customers?

3. List at list four advantage of provide effective customer service?

4. How to manage customer feedback?

5. List 10 methods of identify customer needs?

6. What is competitive advantage?

7. Explain the relation between customer service and customer satisfaction?