

Customer Care

In this topic area we will learn:

- The key features of good customer service
- The benefits of good customer service
- The impact of poor customer service

Who are an organisations customers?

- Customers can be internal and external
- An admin assistant should know how to treat each customer
- Internal customers are the staff in the business
- External customers are people who buy the organisations product or service

Why is customer service important?

It's all about gaining and retaining customers.

Customer service is about treating your customers correctly so they choose to return to your organisation rather than your competitors. This is called gaining customer loyalty.

Customer Service Promise (Policy) - This is a statement set out by the organisation which outlines how customers will be treated.

- This document is produced to ensure customers get:
 - The product/service they want
 - The standard they want
 - A price that is acceptable

Loyalty Schemes - a system used in some organisation which rewards customers for their loyalty eg Tesco Clubcard.

Mystery Shopper - where someone is employed to act like a normal customer and report back on the service they got.

Key features of good customer service are:

- ➔ Putting the customer first
- ➔ Communicating effectively with customers
- ➔ Ensuring staff are trained and helpful

Providing good after sales (returns, exchanges, guarantees)

- ➔ Dealing with complaints properly

The **BENEFITS** of having good customer care:

- ➔ Satisfied customers - this means customers will return and recommend to other people
- ➔ Loyal customers - customers will be loyal to the business and not go to competitors
- ➔ Attracting new customers - new customers will want to use the organisation due to their good reputation
- ➔ Happy staff - staff will be happy and try their hardest if the business has a good reputation
- ➔ Lower staff turnover - if staff are happy they will want to work for the organisation and they will not go elsewhere to work
- ➔ Reduced costs - if staff stay with the business then money will be saved as the business will not have to find new staff and interview, train them etc
- ➔ Good reputation - this means that customers will want to use the business and new customers will be attracted
- ➔ Competitive edge - the business will be better than their competitors so customers will keep coming back, the organisation will be more successful
- ➔ Increased sales/profits - the companies sales and also their profits may increase as they are retaining existing customers and attracting new ones through their good customer service

The **IMPACT** of poor customer care:

- ➔ A firm will not survive without customers.
- ➔ Customers who are not happy will take their business elsewhere.
- ➔ Without good customer service, the firm will find it difficult to compete.
- ➔ Lack of repeat business will mean a poor reputation and will affect income and profits

Challenge 1

Customer Care Video

Watch the short video clip here:

<http://www.bbc.co.uk/learningzone/clips/the-role-of-a-customer-care-representative/7498.html>



Answer the questions below:

1. Why are the customers unhappy?
2. How many staff work within the customer care department?
3. What is wrong with the entrance to the customer care department?
4. What is the impact of poor customer care?
5. What does the Managing Director think the organisation needs to do to improve customer care?

Challenge 2



PART 1

What do you think an organisation would include in a Customer Service Policy?

- ➔ Remember the business has a Customer Service Policy to ensure ALL Customers are treated fairly and consistently
- ➔ Try to think of at least 2 things a business would want it's staff to be able to do to ensure good customer service

Research one of the following businesses to help you with this task...

JOHN LEWIS, MARKS AND SPENCER, ASOS

PART 2

Find out what they do to ensure they have good customer service
- eg FAQ, Contact Us...

- ➔ Prepare a short report in Word outlining what you find
- ➔ Include the heading 'Customer Care Policy'
- ➔ Include the sub-heading 'Name of chosen business'
- ➔ Tell me about what the business does in terms of helping their customers

Challenge 3



SCENARIOS...

In pairs you will be given 2 different scenarios - in each case you should...

1. Read each situation carefully
2. Exchange views on why each situation occurred and whether or not staff should have dealt with it differently and if so why
3. Record your discussion on the sheet provided

Challenge 4



What do you think the benefits of good customer service are and what do you think the impact of poor customer service are? Try to think of at least 2 for each category.

Layout your answer in a table.

Benefits of Good Customer Service	Impact of Poor Customer Service

Challenge 4



Scenario - Coach It Ltd

Six weeks ago, Mr & Mrs Horris booked return tickets with Coach It Ltd for a luxury coach tour of Monaco. The tour will be the first in a new line of services promoted by Coach It Ltd, who have researched into the demand for these types of tours.

On the journey to the ferry port, the coach breaks down. The customers will miss their ferry and Coach It have to make a contingency plan accommodate them overnight in a hotel close to the ferry port.

The next day, a new coach arrives and the passengers have to swap onto the replacement coach. This involves a great deal of hassle and many customers complain about having to transfer their luggage. Added to this the customers have suffered the loss of an entire day of the tour.

Upon their return to the UK, many of the coach passengers complain to Coach It about the tour and make clear their grievances down on paper.

Questions:

1. From the case study, identify 2 occurrences which made the customers unhappy with the service received.
2. Describe 2 advantages to Stagecoach of having a good level of customer service.
3. Outline 2 effects on the organisation of having poor levels of customer service.

KEYWORDS

Customer service
Customer loyalty
Customer service policy
Satisfied customers

Challenge 5



Customer Satisfaction Reviews

1. Working individually, use internet research skills to find out what holiday makers reported about hotels in Malaga, Spain.
www.holidays-uncovered.co.uk
2. Select a 'good' and a 'bad' hotel and copy and paste information about both into a Word document entitled CUSTOMER SATISFACTION REVIEWS.
3. Suggest what the owner of a 'bad' hotel might be able to do to re-assure future holidaymakers that they should stay there.

ASSESSMENT PREPERATION



1. What is Customer Service?
2. Name as many features of good customer service as you can.
→ *eg When customers are calling an organisation, their call should be answered as quickly as possible, to ensure that they are not left waiting and become frustrated with the organisation.'*
3. What is the impact of poor customer service on an organisation?




WELL DONE - YOU ARE NOW READY FOR YOUR CUSTOMER CARE ASSESSMENT



checklist

FILL OUT THE CHECKLIST TO SEE HOW CONFIDENT YOU ARE IN
YOUR LEARNING

AP Part 2: Customer Care

Tasks, skills and qualities of an Administrative Assistant	Skills, Knowledge and Understanding	Strength 		Weakness 	Next Steps
	<i>I understand what customer service means</i>				
	<i>I understand what information a customer service policy includes</i>				
	<i>I understand the key features of good customer service</i>				
	<i>I understand the effects of good customer service</i>				
	<i>I understand the effects of poor customer service</i>				