

CUSTOMER CARE

National 5 Admin & IT

Assessment Standard: Admin Practices 1.2

Learning Intention

In this outcome you will learn about:

- The key features of good customer service
- The importance of customer care to an organisation

Success Criteria

You will be able to describe:

- What is meant customer care?
- The benefits of providing good customer care
- The consequences of not providing good customer care
- Ways an organisation can provide customer care

WHAT IS CUSTOMER CARE

- **Customer Care** is the term used to describe the processes and procedures that organisations put into place to ensure that even when 'things go wrong' they can be seen to care about their customers.
- **Customer care** is about gaining and retaining customers. In today's competitive environment it is important for organisations to deliver a good-quality product and do it in a way that exceeds the customer's expectations.



KEY FEATURES OF CUSTOMER CARE

- Putting the customer first
- Communicating effectively with customers
- Ensuring that staff are knowledgeable about products
- Provide a good after-sales service
- Deal with customer complaints effectively

IMPORTANCE OF GOOD CUSTOMER CARE

Did you know..... 
It costs between five and six times
more to attract a new customer than
to keep an existing one

- Satisfied customers - if customers are happy with the products/services they will return to the organisation
- Satisfied customers will recommend you to others = increased sales
- Creates a good image and reputation which can attract new customers
- Employees are not stressed and are therefore unlikely to be absent/leave the business which reduces recruitment costs
- Reduces the number of complaints received and improves the image of the business which can give the business a competitive edge
- Increased sales/profits – more customers (loyal and new) will mean that the organisation will increase the value of their sales and therefore increase profits.

HOW AN ORGANISATION PROVIDE GOOD CUSTOMER CARE

The organisation should:

- Use customer feedback/evaluation and listen to what customers have to say to make changes where necessary – this can be through customer focus groups, mystery shoppers and comment cards.
- Provide all staff with a customer care policy statement/guidelines so that all staff are aware of how to deal with customers (see next slide).
- Ensure that all staff are fully trained and are aware of the goods/services offered by the business.
- Ensure that all staff hired are suitable and can provide a helpful and friendly level of service.
- Ensure they have an effective complaints procedure in place to deal with issues raised by customers.

STAFF NOTICE BOARD

TELEPHONE RULES

- Respond to calls promptly
- Keep customers informed if calls are being re-directed
- Take a message if person is not available
- Confirm details with caller.
- Pass message on as soon as possible.



Important

EMAIL RULES

- **Respond to messages promptly.**
- **Be professional at all times - no text speak!**
- **Provide business signature and contact details.**



Face to Face Rules



- Don't keep customers waiting longer than necessary
- Greet customers in a polite manner
- Be polite, friendly and positive at all times
- Remember to make eye contact
- Learn and use their names quickly
- Speak clearly
- Be a good listener
- Make sure your appearance conveys the correct image – first impressions count!

HOW EMPLOYEES PROVIDE GOOD CUSTOMER CARE

- First impressions are as important as ever; a neat appearance, listening carefully, and speaking clearly are easy ways to let the customer know you care.
- Keep calm, even when dealing with angry or difficult customers
- Go the “extra mile” – show the customer that you care
- Be friendly but not over-familiar
- Making promises - give customers realistic assurances (don’t promise something you can’t do!)
- Follow company policy when:
 - Answering telephone calls (answer the telephone promptly in a polite manner, eg “Good Morning, name of business, how may I help you?”)
 - Dealing with e-mails – respond to email immediately acknowledging receipt and letting customer know that it is being dealt with
 - Dealing with customers – acknowledge people waiting at desk and tell them you will deal with them as soon as possible (see previous slide)