

Activity 20: Providing good customer service

Customer service can make or break a company. In the service industry it should be something that everyone strives to be the best at providing. There is always room for improvement. It is easy to provide good customer service when everything is going well, but really good customer service happens all the time, especially when problems arise and even when you are working in very difficult circumstances.

What is customer service?

To provide excellent customer service you need to:

- » ensure that you are treating the customer as an individual;
- » be sincere and build a good rapport;
- » be professional at all times;
- » be knowledgeable about the product or service you are selling;
- » get feedback on the quality of service or product you are offering.

Did you know?

Eight out of ten customers won't report bad service. They just won't come back!

Activity

- » Work in pairs. Think of a time when you received poor-quality customer service.
- » Talk about it with your partner, who should listen, ask questions and make notes.
- » Your partner should identify the features that made it such a poor experience, eg being ignored, sales person not listening, etc.

Notes

- » Swap over. This time tell your partner about a time when you experienced really good customer service.
- » You should listen and ask questions.
- » You should identify the features that made it such a great experience, eg helpful and friendly staff, being made to feel special.
- » Together list the things that you could do to improve the customer's experience.