

# Customer Service

1

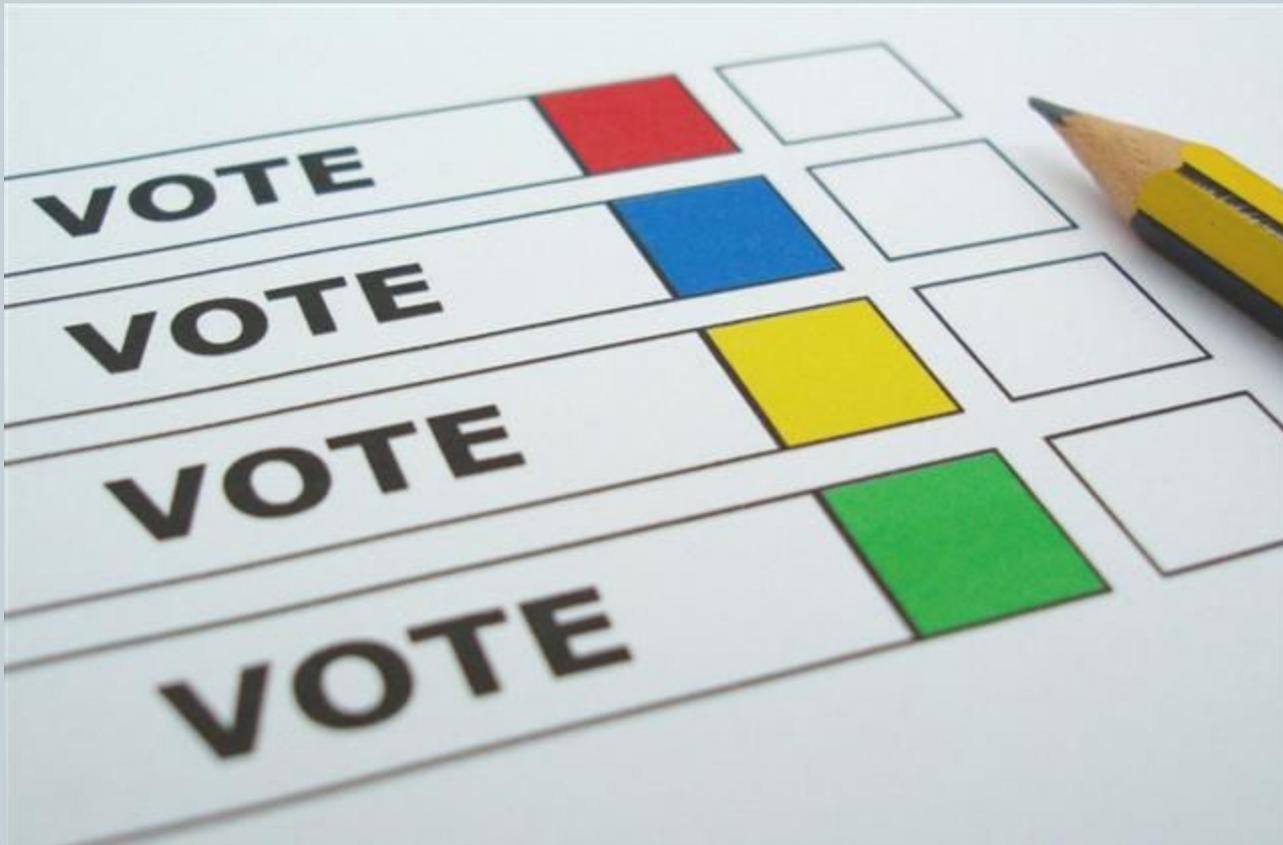
**ONLINE LECTURE 2 TO E-LEARNING COURSE  
«APPLYING GOOD PRACTICES»**

# Customers

2

- A **customer** (AKA **client**, **buyer**, or **purchaser**) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier.
- Customers are the reason an organization exists. The irony is this: even though customers are so important, they are often neglected

## Poll Question No. 1



# Customer Service

4

- A series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation

# Why Customer Service is important

5

- Lets Hear what do you think?



# Why Customer Service is important

6

- adds value to the services
- create a good public image
- satisfy customers
- Improve your position against you competitors

# Customer Service Principles

7

- Poll Question No. 2



# Customer Service Principles

8

- **Commitment**: Our customers are top priority
- **Communications**: Customers understand what we say
- **Credibility**: Customers believe what we tell them because we tell the truth
- **Climate**: When customers visit, they have a pleasant experience
- **Challenge**: Our challenge is to serve the customer. The customer should not face a challenge when they come to us
- **Courtesy**: We are polite and we try to make customers feel valued
- **Caring**: We care about doing the right things for our customers

- Poll Question No. 3



# Responsibility for Customer Service

10

- customer service is not limited to the people who work in the office. Other employees may be in daily contact with customers.

- Poll Question No. 4



# Employees and customer satisfaction

12

- In order to satisfy your customers, first you must satisfy your employees – and help them become delightful! In other words, you cannot give what you do not have.

# Customer Feedback

13

## Questions to ask your customer

- Are you satisfied?
- Is there something that you need that you are not getting?
- Do you have suggestions for improvement?
- What would delight them?

# Say Thank You

14

What are the ways to thank the customer? Lets hear what do you think?



**TELL US WHAT YOU THINK!**

# Say Thank You

15

- Customer Appreciation Day
- Give candy
- customer service office.
- Small gifts or letters of recognition
- Sponsor some social and environmental activities.
- Organize visits to your facilities
- Conduct annual cultural and sports events.

# Say Thank You

16

A painting of a dirt path leading through a gate in a wooded area with autumn foliage. The path is flanked by two stone pillars and a white metal gate. The trees are filled with vibrant autumn colors like orange, yellow, and red. Sunlight filters through the trees, creating a warm, golden glow. Several fallen leaves are scattered on the path and around the gate.

People May  
Forget  
Words You  
Say...  
But They  
Will Never  
Forget  
How You  
Made Them Feel

orkugifs.com

Tags: By Daniel

# Important Aspects

17

- What else is an important aspect for customer service? Lets hear what do you think?



# Important Aspects

18

- Customer Service Indicators
- Computerized Customer Information Management System (CCIMS)

# The Ten Commandments of Customer Service

19

- Customer service is everyone's job.
- Respect your customer at all times.
- Give your customer what your customer wants.
- Exceed your customer's expectations.
- Be truthful to your customer.
- Ask your customer to evaluate your service.
- Thank your customer and mean it.
- Talk to you customer in language your customer can understand.
- Give your customer your full attention.
- Follow-up with your customer.

- Poll Question No. 5



# Why Do you think that your company delivers a good customer service?

21

- The microphone is yours!



Thank you