

Lesson Overview

Learning Objective

After completing this topic, you should be able to

- *recognize the benefits of ensuring and maintaining customer satisfaction*

1. Ensuring customer satisfaction

Before you can meet a customer's needs, you first need to understand what it is that customers expect from a Customer Service Representative (CSR).

Customers want effective service from a polite, knowledgeable representative. They want to feel that their problem is the most important problem to you.

They want to feel that you are capable of, and willing to, provide a solution.

Bob has been trying for hours to get his new e-mail software working, with no success.

When he contacts the support center, he exhibits the following emotions:

- insecurity about his abilities
- frustration with the computer and the software
- anger at the equipment and himself

To guide the interaction with Bob to a satisfactory conclusion, the CSR must address his emotional needs as well as his technical needs. It is not enough to just provide a solution to the technical problem.

The CSR must communicate effectively with Bob without adding to his insecurity about his abilities.

It is important for the CSR to acknowledge Bob's frustration with the computer and the software.

It is helpful to empathize with Bob's anger at the equipment. When Bob's psychological needs have been met, the CSR can then provide a technical solution to the problem.

Effectively managing the stages in the call-flow process--the customer service process from start to finish--will also help to ensure customer satisfaction.

The CSR has provided Bob with a solution to his problem and met his psychological needs. By meeting both a customer's technical and psychological needs, a CSR ensures customer satisfaction.

This results in several benefits:

customer loyalty

Customers are more likely to return to a company where their psychological and business needs are met.

word-of-mouth advertising

Satisfied customers tell an average of five people about their positive experiences.

profits for the company

Word-of-mouth advertising increases the customer base. This is good for company profits.

increased customer happiness

Happy customers can often be easier to interact with and find solutions for.

Question

What are the benefits of ensuring and maintaining customer satisfaction?

Options:

1. Customer loyalty
2. Word-of-mouth advertising
3. Profits for the company
4. Increased customer happiness
5. Increased weekly paychecks

Answer

Option 1: This option is correct. Customers are more likely to return to a company where their psychological and business needs are met.

Option 2: This option is correct. Satisfied customers tell an average of five people about their positive experiences.

Option 3: This option is correct. Word-of-mouth advertising increases the customer base. This is good for company profits.

Option 4: This option is correct. Happy customers can often be easier to interact with and find solutions for.

Option 5: This option is incorrect. Customer satisfaction is not directly related to your CSR paycheck.

Correct answer(s):

1. Customer loyalty
2. Word-of-mouth advertising
3. Profits for the company
4. Increased customer happiness

Summary

Ultimately, the goal of customer interaction is **customer satisfaction**. Customer satisfaction is most often achieved by acknowledging and meeting the customer's psychological needs and business needs.

The CSR can also help to ensure customer satisfaction by effectively managing the call-flow process and by adopting the appropriate communication styles for each caller.

In this lesson, you will learn about the needs of customers, the phases in the call-flow process, and the communication styles used in customer service.