



# CUSTOMER SATISFACTION

## PROFESSIONAL GUIDE: CUSTOMER SERVICE MANAGEMENT



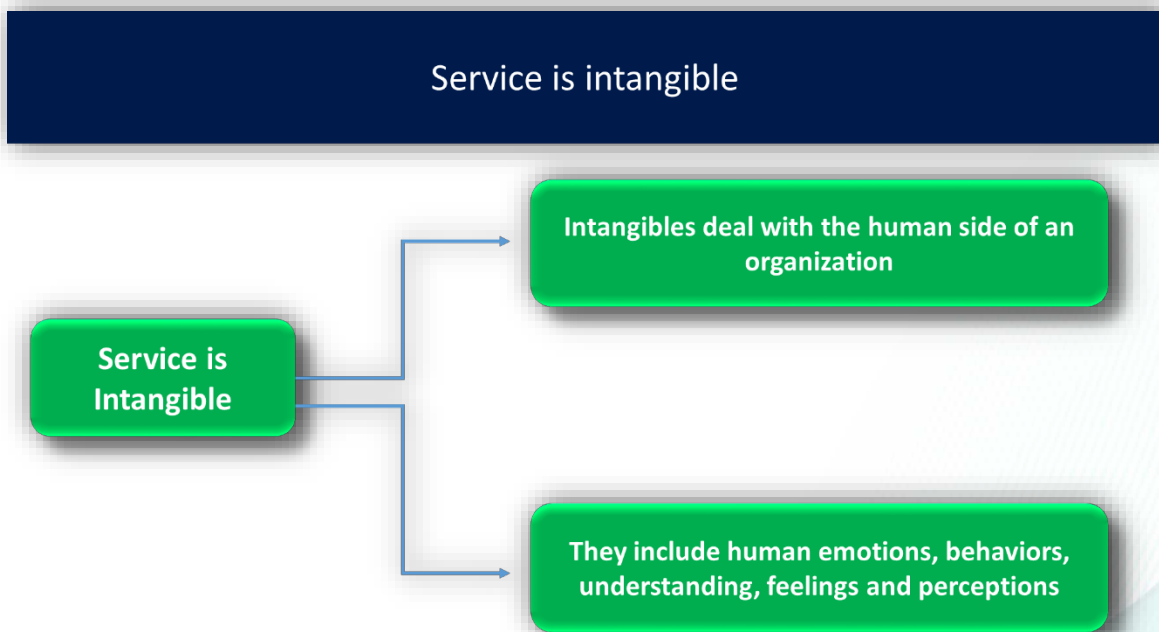
**PROMASTERS**

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# Service Winners

- Those with a positive attitude and cheerful outlook
- Those with the ability to put the customer on 'center stage'
- Those who genuinely enjoy working with and for other people
- Those who view their job primarily as a human relations profession
- Those who can allow customers to be right ( even on the occasions when they are not )



## Service is intangible

Examples of service  
intangibles

Satisfaction  
Attentiveness  
Flow  
Helpfulness  
Sensitivity  
Tone  
Attitude  
Knowledge  
Understanding  
Tact  
Guidance

## Two Dimensions of Service

Service

**The procedural dimension**  
Consists of the established systems and procedures to deliver  
and/ or services

**The personal dimension**  
How service providers (using their attitudes, behaviors and  
verbal skills) interact with customers



# Key Elements of Quality Service

- Reliability
- Assurance
- Tangible
- Empathy
- Responsiveness

## Reliability

- The ability to provide what was promised , dependably and accurately
- **Action strategy:** make sure that you correctly identify customer needs, promise only what you can deliver ,and follow through to ensure that the product or service was received as promised

## Assurance

- The knowledge and courtesy of employees, and their ability to convey trust and confidence
- **Action strategy:** take the time to serve customers one at a time Provide service assertively by using positive communication techniques and describing products and services accurately

## Tangible

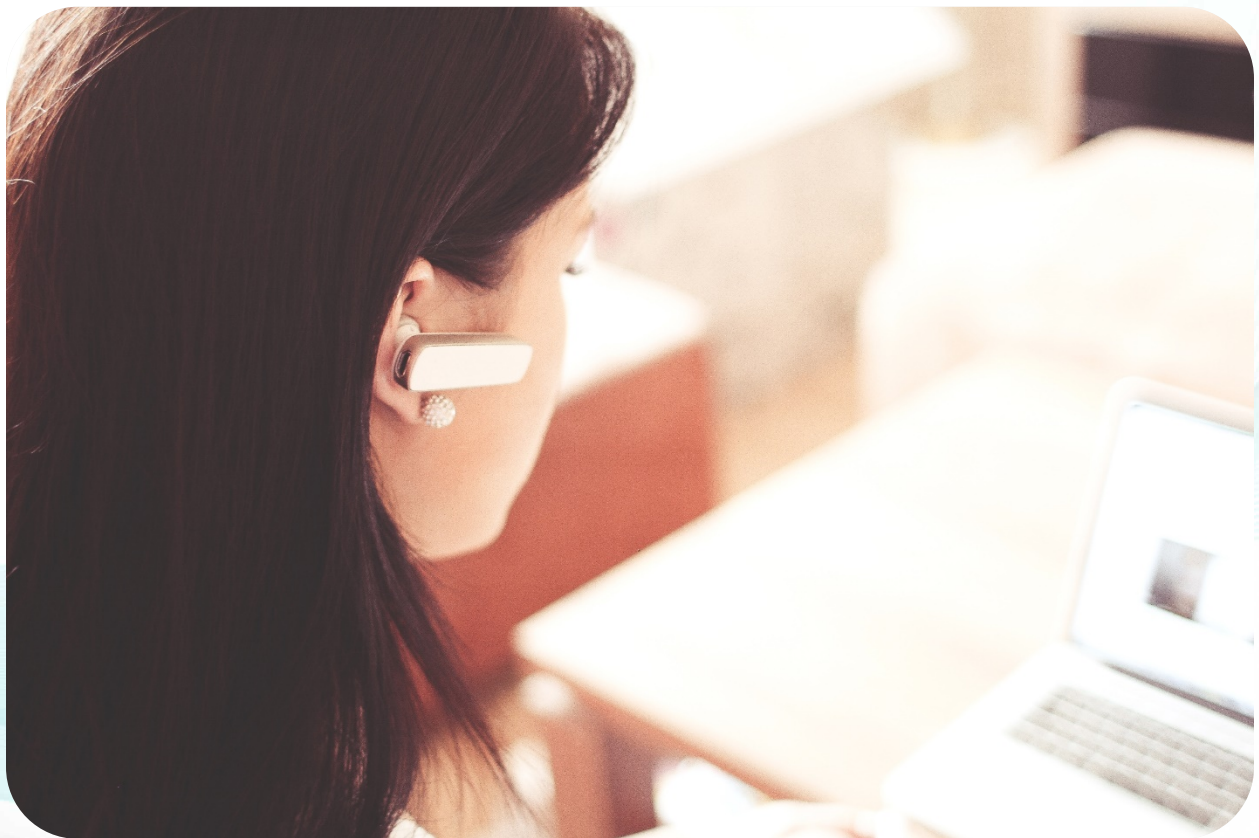
- The physical facilities and equipment and the appearance of personnel
- **Action Strategy:** maintain workplaces in a neat, orderly manner, dress professionally, and maintain excellent grooming and hygiene standards

## Empathy

- The degree of caring and individual attention provided to customers
- **Action strategy:** listen for emotions in your customers messages. Put yourself in their place and respond compassionately by offering service to address their needs and concerns

## Responsiveness

- The willingness to help customers and provide prompt services
- **Action strategy:** project appositive, can-do attitude. Take immediate steps to help customers and satisfy needs



# Complaint: Definition and Meaning

- Complaint is a dissatisfaction made by a customer for not being satisfied with the services, facilities or product of a service provider
- It is an expression made to an organization, related to its products, where a response or resolution is explicitly or implicitly expected

## Sources of customers' complaints

- No assurance of service
- Difference in communication
- No permanent solution only temporally solutions are provide

## Some guidelines for dealing with customer complaints

- Try to view the world from the customer's perspective.
- Realize that no matter how good your product or service may be, difficulties or complaints will still arise.
- Have a learning philosophy which views complaints as positive input for improvement
- Develop a written customer service policy.
- Use the complaint as an opportunity to show the client further exceptional service beyond what they expected.
- Help to maintain the dignity of the client.

# Foundation of Customer Service

## Customers are of two types:

- Internal
- External

## Internal Customer Internal Customer:

- Group of people you may serve within the organization

## External Customer External Customer:

- Someone who depends on the timeliness, quality and accuracy of someone else's work
- These are customers who come to your organization for some services or products
- You are a customer of others within an organization and you also have customers.





# Customer Service

## What quality characteristics are important to your customers?

- Accuracy
- Friendliness
- Timeliness
- Efficiency
- Courtesy
- Honesty

## The benefits of good Customer Service Personal Benefits:

- Less stress
- Higher efficiency
- More job satisfaction

## Organizational Benefits:

- Key to survival and success
- Motivated teamwork
- Cost effective
- Adds to the company bottom line

# The two types of Customer Service

- Reactive Customer Service
- Proactive Customer Service

## Reactive Customer Service

Starts after receiving a complaint Moves on to solving the complaint Usually is a one time activity

Basically we wait till the time complaints come.

- Uncaring
- Unresponsive
- Uninvolved
- Rude
- In general, they under-deliver customer service

## Proactive Customer Service

- Starts at the time of customer making the purchase
- Makes buying a pleasant experience
- Reduces the waiting time
- Delivers service more efficiently
- Increase customer retention
- Lesser complaints
- The bottom line does wonders for you and your company