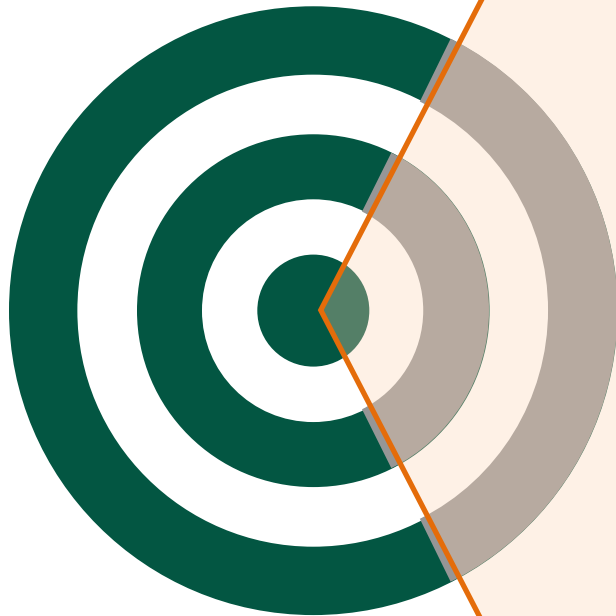


# Customer Care

IMARTICUS  
LEARNING





## **In this session, you will be learning about:**

- Who is a Customer?
- Trends in Customer Service
- Customer Service Attributes
- Customer Retention

# Who Signs Our Paycheck?



# Best and Worst Experience



# Who is a Customer?

A customer is the most important visitor on our premises



The customer is not dependent on us



We are dependent on him

# Who is a Customer?

He is not an interruption in our work



He is the purpose of it

# Challenges to Service

**You don't  
feel right**

**Co-  
Workers**

**Stress and  
Anxiety**

**Health**

**Personal**



# New Trends in Customer Service

1. Receipt lookup or “return by” date on store receipts
2. Calling the customer by name
3. Easy return policy & On-time delivery
4. Updated map of the area or Global Positioning System (GPS) in rental cars
5. Easy-to-use and functional web site
6. Owner’s manuals and frequently asked questions online
7. Showing the customer that you care and illustrating courtesy and enthusiasm



1. Excellent follow-up. For example: A doctor calling you back to see how you are feeling after a professional visit
2. Empathy in handling customer complaints and questions
3. Well-explained instructions
4. Illustrations of encouragement
5. Suggesting a less expensive option
6. Accessibility when and where the customer wants it



Good Customer service is rare



To be good at customer service be a good customer yourself

Write a letter /mock call for a good or bad service



1. Service based on the price (Scope for WOW )
2. Price connected to availability
3. Quality
4. Appreciation for being a customer
5. Action on a request or complain

**Internal customers** are the people we work with throughout our organization.



**External customers** are the customers we do business with outside our organization

Demographic

Psychographic

Firmographic



# Cost of losing a customer

**Current  
Revenue**

**Loss of  
reputation**

**Direct or  
project based  
jobs.**

**Loss of  
Future  
Business**



1. Laziness
2. Poor communication skills
3. Poor time management
4. Attitude
5. Moodiness
6. Lack of adequate training
7. Inability to handle stress
8. Insufficient authority
9. Serving customers on autopilot
10. Inadequate staffing



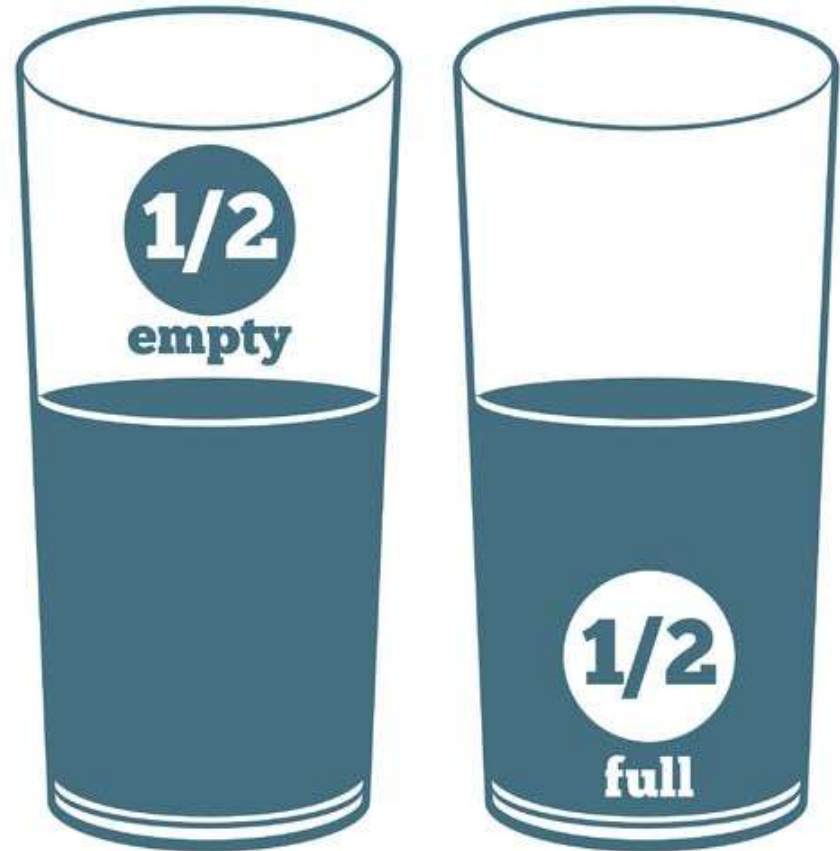


- Deal with your customers as individual human beings
- Respect their time, circumstances, and priorities
- Ask the customers if there is anything else that you can do for them

**Periodically, ask the customers:**

**“How you are doing?”**

- The feedback that they give you will provide insights as to how they perceive your organization
- Remember that you may not be able to erase customers’ negative perceptions that are based on their prior interactions



## The School Survey

1. Grades with no effort
2. Extra assistance with enrollment
3. Short classes
4. No reading assignments
5. More parking





Customer service providers must recognize that customers have different levels of expectations.

USER:

CUSTOMER

PASSWORD:

EXPECTATIONS



Acquiring 1 new customer costs the same as **retaining 5 existing customers**

# Problems



The only training that some people have is their observations of their own families dealing with problems as they were growing up. This example is frequently not transferable to a business environment.



- Criticism provides an opportunity to obtain information.
- A productive method of response to criticism is to consider the criticism as productive input
- Customers frequently have ideas about how a problem may be avoided in the future.
- Offering them the opportunity to share their ideas gives customers the opportunity to participate in the process of improving



# The Problem Definition Process

Identify the **Process**

Understand the **problem's** unique characteristics and the possible outcomes

Define the **requirements** of a possible solution considering the company policies currently in place

Identify possible **Solutions**

**Select** the best solution

# High-Touch and Low-Touch Customers

**High touch Customers require a high level of customer interaction**

1. Bank lobbies
2. Specialty stores
3. Hotel lobbies
4. Purchase of real estate
5. Lawyers and accountants



**Many customers will choose a low-touch experience and may even resent being required to participate in a high touch experience**

1. Automatic teller machines
2. Hotel bill viewing on television and express checkout
3. Fast-food drive-up windows
4. Online bill paying and account management
5. Self checkout
6. Downloading of music or ringtones



1. What are customers buying?
2. Why did they buy it?
3. Why did they buy more today than they did in our last interaction?
4. Why did they call with a question?
5. What was their question?
6. Have they bought from us before?
7. How did they pay?
8. What else have they bought recently?



- Sample Customer Service Segments
- Types of service needed or desired
- Similarities among your current customers
- Peak hours of your business and the specific customers doing business at those times
- The amount of service desired
- Creation of your own segments that are appropriate to your product or service



1. Segment your customers
2. Identify the largest and most profitable customer groups
3. Determine your customers' expectations
4. Develop a plan to achieve their expectations efficiently
5. Implement the plan
6. Set an evaluation timetable
7. Evaluate and continue to improve the strategy



## Empowerment Case study



# Recommendations for Empowerment

1. Paint a picture of what you hope to accomplish
2. Allow workers to own their empowerment choices
3. Reward and recognize positive examples and results of empowerment
4. Commit for the long haul



Words to Use	Words to Avoid
<ul style="list-style-type: none"><li>• Please</li><li>• Yes</li><li>• May I</li><li>• Consider this</li><li>• Do</li><li>• Let's Negotiate</li><li>• Will</li><li>• Thank you</li><li>• You</li><li>• Us</li><li>• Appreciate</li><li>• Can</li><li>• Use Customer's Name</li><li>• Would you like</li><li>• Opportunity</li><li>• Challenge</li><li>• Regret</li></ul>	<ul style="list-style-type: none"><li>• Can't</li><li>• Never</li><li>• Don't</li><li>• You have to</li><li>• Don't tell me</li><li>• Won't</li><li>• Not our policy</li><li>• Not my job</li><li>• Profanity</li><li>• Vulgarity</li><li>• Problem</li><li>• Sorry</li><li>• Love Slang (honey, etc.)</li><li>• We'll try</li><li>• Haven't had time</li><li>• I don't know</li><li>• Hang on for a second</li></ul>

# Why Customers are Challenging?

- They do not have expertise or an understanding of the specific Product or situation
- They are upset about something (anything)
- They are very quiet and non communicative
- They show an attitude of superiority
- They are impatient
- They are so nice that you hate to have to give them bad news
- They have difficulty in making decisions



- Older customers
- Impatient customers
- Angry customers
- Analytical customers
- Non-committal customers
- Superior customers
- Immature customers
- Talkative customers

# Respect.

A Classic Idea that Still Works!



- See yourself as a success
- Spend time with positive people
- Eat right
- Break a task down into smaller steps
- Get enough sleep
- Reward successes
- Practice positive self-talk
- Do something for someone else
- Exercise!
- Learn something new



## Formal Leaders

- Formal leaders have the authority and power of their official position
- Formal leaders have been chosen by their organization to lead others
- They may have been given special training to better prepare them for their roles as leaders
- Formal leaders have a high level of accountability





## Informal leaders

- Informal leaders have no official authority but do have the ability to influence others
- Informal leaders are not chosen by management to fulfill their roles as leaders
- The people who interact with informal leaders have unofficially appointed them. Frequently, informal leadership is an assumed role

## Qualities of Excellent Leaders

1. Show care and respect
2. Practice what they preach
3. Have expertise in the area in which they are working
4. Practice consistency
5. Behave professionally
6. Allow employees to do what they have been empowered to do
7. Give support
8. Demonstrate flexibility
9. Make time for others
10. Are personable



- Customer retention is the continuous attempt to satisfy and keep current customers.
- The importance of keeping current customers has been known for a long time
- Many recognized this fact, very few work on it.
- Most businesses are focused on finding new customers, not on maintaining existing ones.



- Numerous businesses send salespeople out to make the initial sale and then leave customer maintenance to the customer service department.
- The trend today is to recognize the importance of those customers who have already made the commitment to do business with us and to create an environment that encourages those customers to continue to work with us.
- Some companies follow up with their customers when business is poor and they are in need of additional income. This is a poor representation of a customer-retention program.



## Customer retention is a cyclical process

- Most companies have recognized this fact and very few have created an active approach
- Most businesses are focused on finding new customers, not on maintaining existing ones
- It's not about making an initial sale and then forgetting the customer
- The trend today is to encourage repeat customers
- Retaining is cheaper than scouring
- Follow ups don't yield results when done only in hard times



# Measuring Customer Satisfaction

- 1 Informal surveys
- 2 Comment cards
- 3 Verbal comments
- 4 Historical data (point of sale)





# Measuring Customer Satisfaction

- 1 Sales Data
- 2 Corporate Generated Survey
- 3 Discussions with internal customers
- 4 Focus groups
- 5 Toll-free phone numbers



- Improved dedicated captive call centres
- Buying and selling of goods and services.
- Online shopping
- Online tutorials
- Webinars
- Technical assistance



# JKJ CASE STUDY

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JOHNSON  
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