

Griffin Training

Solutions for a Modern Workforce

Introduction to Customer Service

Learner's Handout



Section 1: What is Customer Service?

Customer service is more than simply giving customers what they want or making customers happy. It has to do with the vision of the organisation and with what the organisation wants to achieve. Therefore, customer service can be defined as:

“Any human interaction that promotes the organisation’s vision”

What is your organisation all about?

What is service?

Since our definition of customer service involves the organisation’s vision the manner in which we serve depends on the organisation. Therefore, it is up to your organisation to create its own unique way of serving its customers according to its vision.

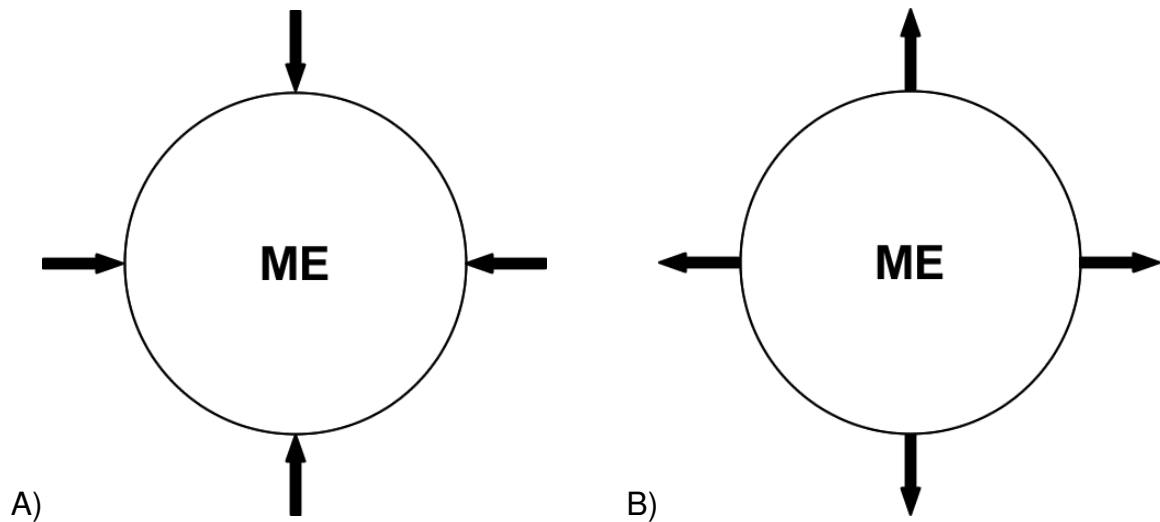
How do your organisation’s values affect the service you provide?

Section 2: Who are your customers?

There are four basic types of customers:

- I. External customers: People who are dealt with face-to-face, over the phone or by other means who buy goods and services from the organisation. These customers are external to the organisation. These people are regarded as customers in the traditional sense of the word.
- II. Internal customer: Internal customers are the everyday employees who work within the organisation. Every single employee one encounters at work is an internal customer from the janitor to the CEO.
- III. External non-paying customers: External non-paying customers provide the organisation with valuable service such as the delivery of office equipment, maintaining the premises or providing expertises such as accountancy services. Without these people and their services the organisation would grind to a halt and could never achieve its vision. It is therefore important that these customers are treated with respect.
- IV. Regulated customers: This category refers to the customers who are regulated by the organisation.

Can you identify some of your internal customers?



Section 3: Dispelling the Customer Service Myth

The slogan 'Customers are always right' is misleading and does not represent the reality of Customer Service. Customers' demands are often unreasonable. A new slogan is necessary. This new slogan should focus not only on what customers want but how the organisation provides it.

Can you come up with a new slogan?

Section 4: Why Should I Care?

Let's face it, its tough to care about people when they are rude or aggressive. We need to find a good reason why we should care. Just as the organisation has a vision, which affects its customer service, so too should you have a vision that has an impact on the way you engage in customer service.

What is the most important thing in the world to you?

How does this relate to the way you treat others?

In light of this, why should you care about customer service?

Section 5: Moving from beyond simply doing it right.

Tip 1: Stop thinking your goal is to have satisfied customers. The goal is to promote the organisation's vision.

Tip 2: Decide what your vision is.

Tip 3: Discover what the customer wants. Listen! Ask! Think!

Tip 4: Go Beyond the Vision.

Questionnaire:

1) What is customer service all about?

2) What are the four types of customers

- a. _____
- b. _____
- c. _____
- d. _____

3) What is the myth in customer service

4) Why should you care about customer service

5) What can you do to improve your customer service:
