



# E-LEARNING

Level 3



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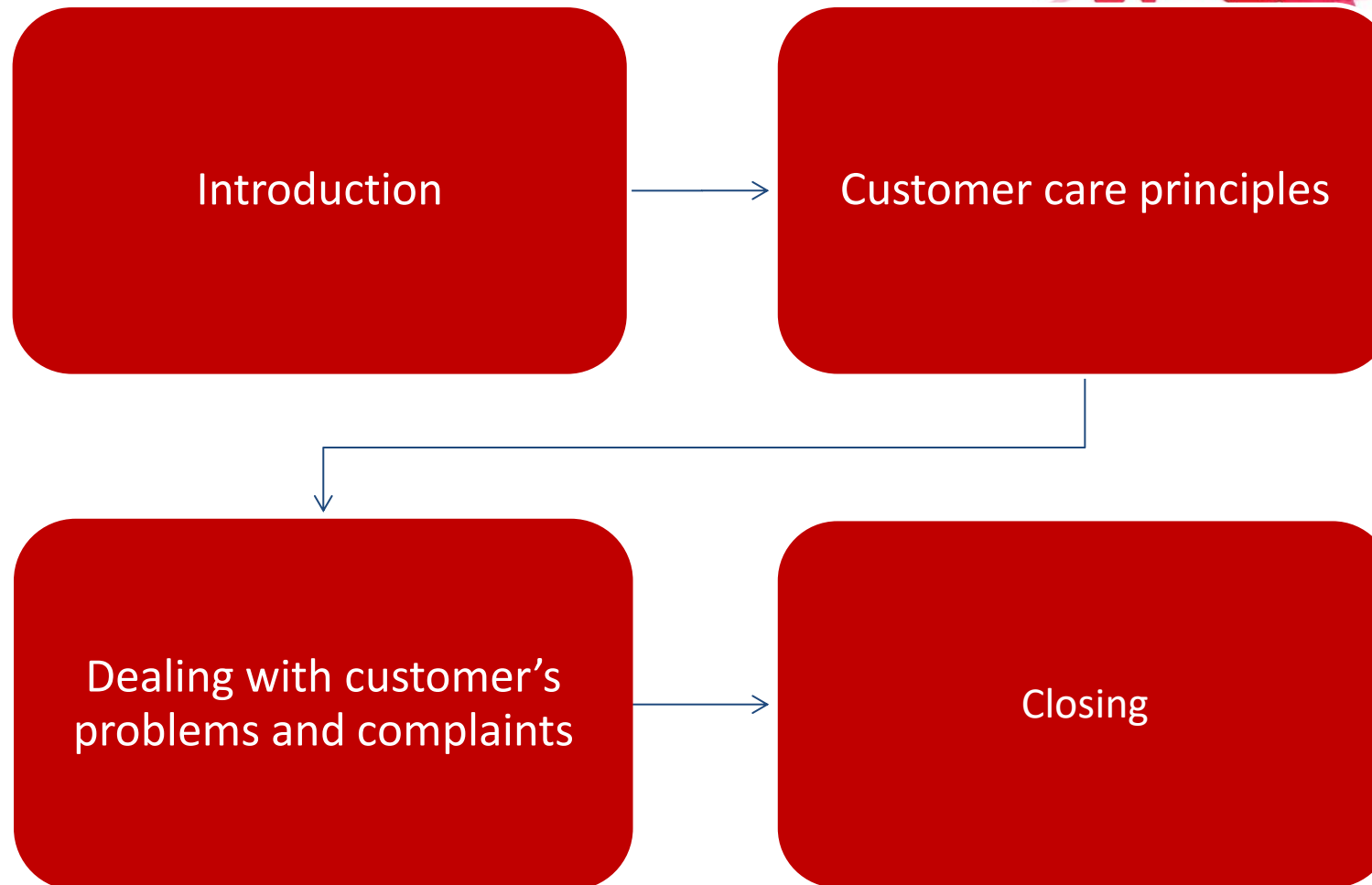
## WA7: Visitors/ Customer Service

### 3.13 Be able to serve customers in accordance with organisational principles

**LO3.51** Demonstrate understanding of customer care principles as well as the ability to apply these in accordance with organisational principles. Be able to adopt behaviour appropriate to the needs of the customer. Be able to solve customer's problems and complaints by following methods and tools adopted by the organisation.

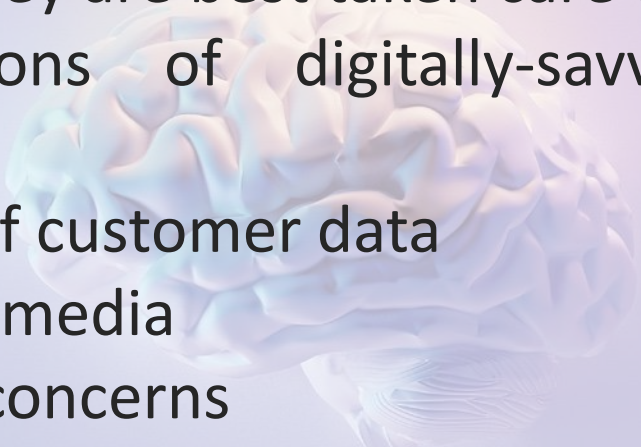


# Route Map





# The challenges of modern times

- 
- Competition
  - The client will go where they are best taken care of
  - Meeting the expectations of digitally-savvy customers
  - Dealing with the volume of customer data
  - Handling the rise of social media
  - Addressing cybersecurity concerns
  - Keeping up with changing customer preferences
  - Training and retraining customer service representatives

# What are the types of customer service?

## Types of customer service

Bad service is when the way we are treated falls below our expectations

Good service is when the way we are treated exceeds our expectations



# What clients buy from us

## Clients buy

- Quality
- Value
- Convenience
- Trust
- Innovation
- Service

# Needs and expectations

## Needs


- They are the reason why clients come to us
- They are what the client should have
- “Technical dimension” of customer service

## Expectations

- They are what the client would like to have more
- Customer satisfaction
- “Human dimension” of customer service



# Four levels of quality customer service

- 
1. Unsatisfactory
  2. Meeting customer expectations
  3. Exceptional customer service
  4. Exceeding customer expectations



# Wrong attitudes towards the customer

- Ignoring service requests
- Not resolving an issue
- Long wait times

- Poor employee knowledge
- Lack of manners and etiquette



# Customer care principles

- 
- Accessibility
  - Professionalism
  - Respect
  - Empathy
  - Responsiveness
  - Transparency
  - Flexibility
  - Gratitude
  - Continuous improvement



# Customer care principles

## - Accessibility

- Customers should be able to easily reach the organization through multiple channels

## - Professionalism

- Organizations should maintain a high level of professionalism in their interactions with customers



# Customer care principles

## - Respect

- Treating the customer with courtesy, patience, and professionalism

## - Empathy

- Understanding and acknowledging the customer's needs and feelings, and responding with compassion and care



# Customer care principles

- **Responsiveness**

- Being attentive and prompt in addressing the customer's requests, concerns, and questions

- **Transparency**

- Providing clear and honest information about products, services, policies and procedures



# Customer care principles

- **Continuous improvement**

- Organizations should seek to continuously improve their customer service

- **Personalization**

- Organizations should strive to personalize their interactions with customers



# Customer care principles: Some tips

**Be honest about what you don't know**

Nobody likes a know-it-all

Maintain an open dialogue with your customers and keep them informed

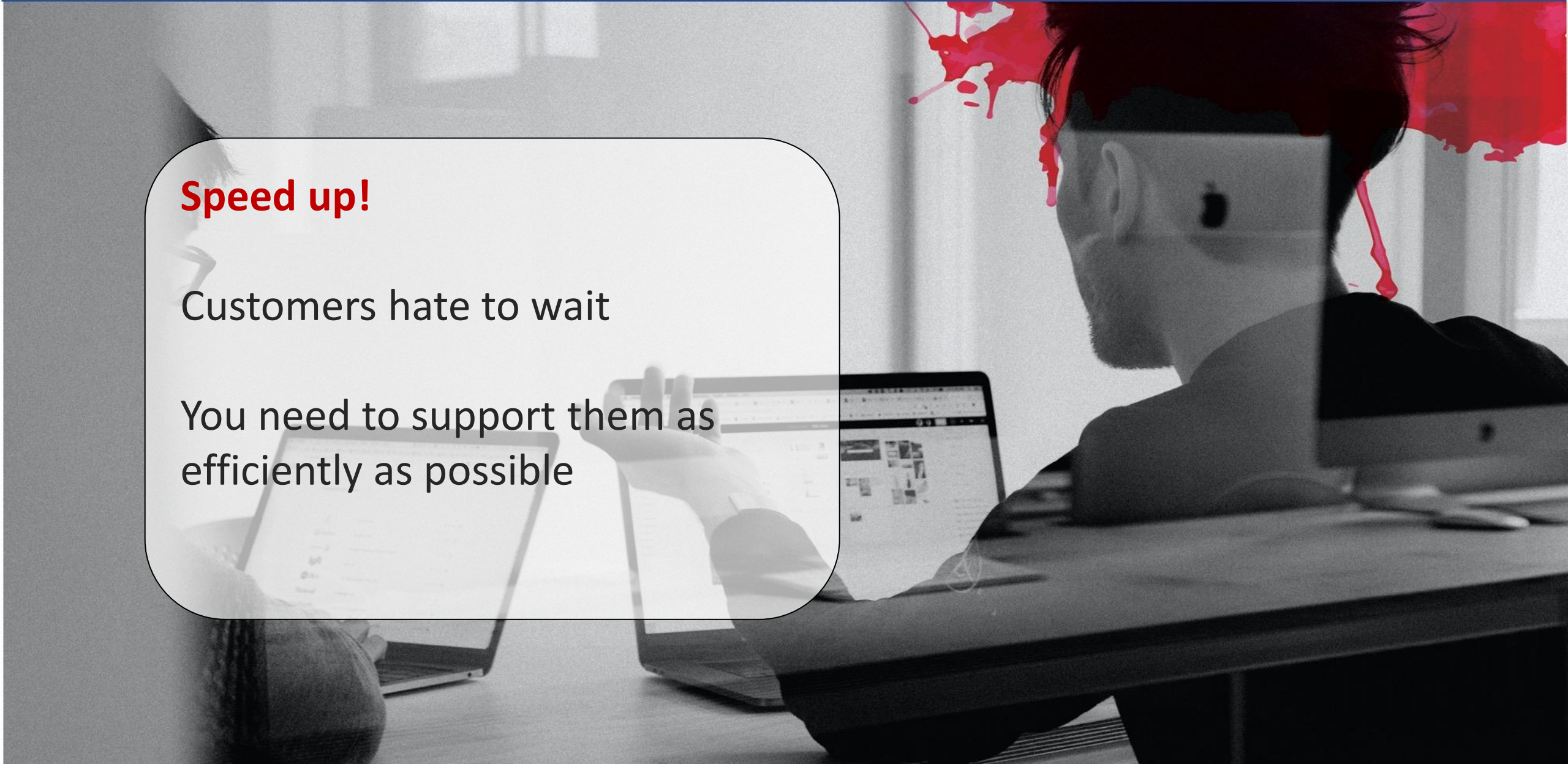


# Customer care principles: Some tips

## **Speed up!**

Customers hate to wait

You need to support them as  
efficiently as possible



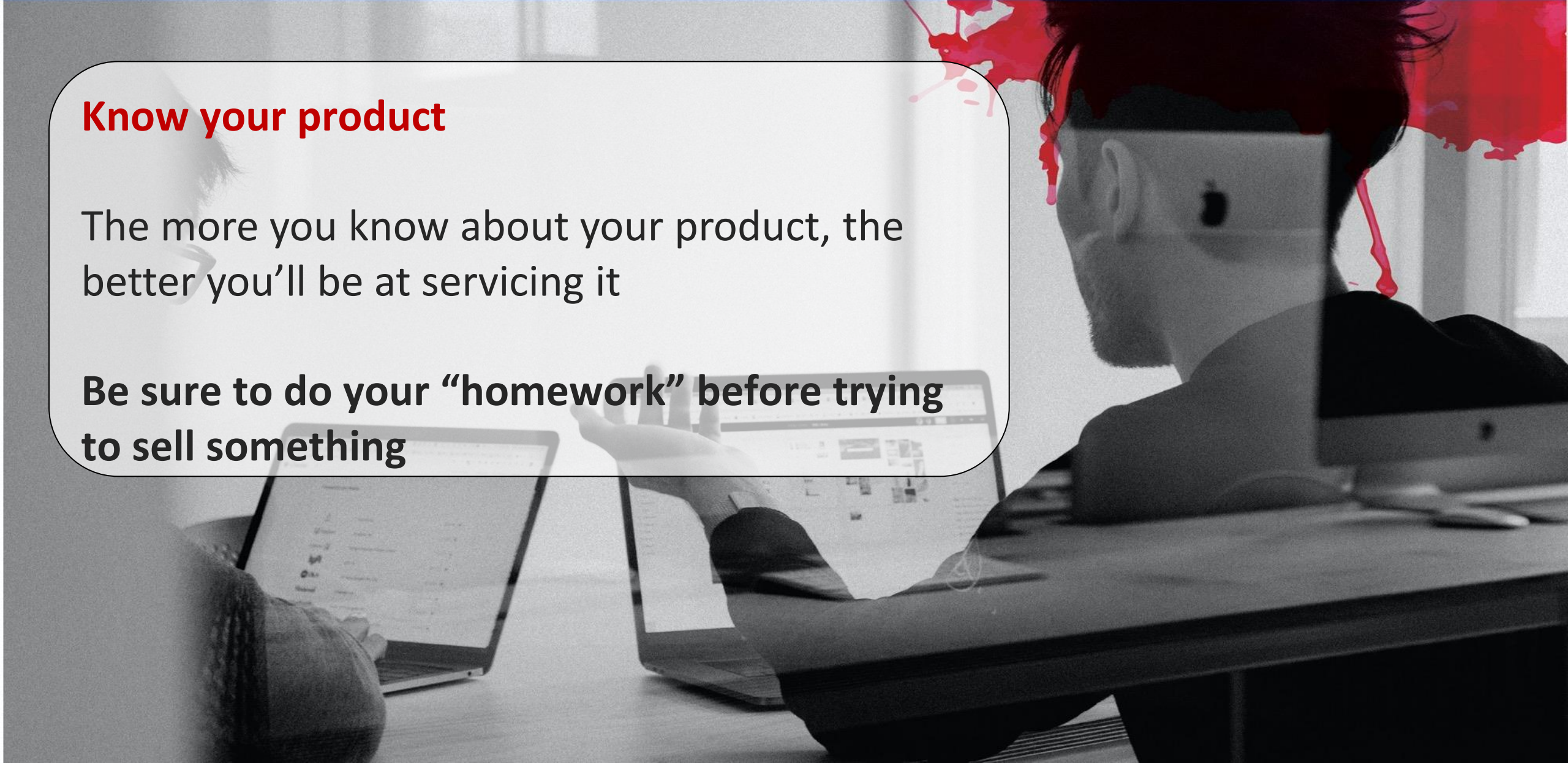


# Customer care principles: Some tips

## **Know your product**

The more you know about your product, the better you'll be at servicing it

**Be sure to do your “homework” before trying to sell something**





# Importance of customer care

- Retaining customers
- Attracting new customers
- Building a positive reputation
- Increasing sales
- Improving customer feedback
- Enhancing customer loyalty



# Methodological Tool I



**Customer Care Principles - Matching  
Game**  
**E-EUPA\_LO\_3.51\_M\_001**

# Communicating with clients: Two key skills

## Active Listening


A way of listening and responding to a client that improves mutual understanding

## Empathy

The ability to understand what customers feel, to see their point of view and imagine being in their shoes



# Verbal active listening techniques

- 
- Positive Reinforcement
  - Paraphrasing
  - Summarizing and reflecting
  - Reflecting feelings
  - Clarifying involves asking questions of the speaker to ensure that the correct message has been received
  - Asking open-ended questions



# Non-verbal active listening techniques

- 
- Facial expressions, e.g., nodding, smiling
  - Eye contact
  - Body Posture
  - Mirroring
  - Silences
  - Avoiding distractions, e.g., looking at your phone



# Active listening: Service breakdown

## When service breakdowns occur

- Acknowledge the problem
- Listen Actively
- Take ownership
- Provide options
- Follow-up



# Active listening in customer care

## Active listening important

- We cannot understand the needs of our customers
- Even if we knew their needs, we will never know if we are fulfilling those needs
- In cases of problems/complaints/feedback we won't be able to know the problem of our product/service
- Subsequently, we won't be able to fix the problems



# Active listening in customer care II

Improving customer satisfaction

Understanding customer needs

Building rapport

Demonstrating professionalism

Resolving issues effectively





# Active listening in customer care: The particular

A photograph of three women sitting around a white table in a bright office with large windows. The woman on the left is wearing a red and black plaid shirt and glasses, gesturing with her hands. The woman in the middle is wearing a light pink blazer over a white top and glasses, looking towards the right. The woman on the right is wearing a dark blue blazer over a white top, gesturing with her hands and wearing a gold watch. A large red paint splatter graphic is in the upper right corner. A semi-transparent rounded rectangle contains text on the left side of the image.

Listen for key information

Listen for key feelings and  
demonstrate empathy

Understand their real needs





## **Listen to colleagues and customers**

It is the experience of understanding another person's condition from their perspective

Empathy in the workplace is important

More effective communication,  
collaboration, and problem-solving etc.

# Empathy with customers: How?

## **Assessing the situation**

“Is there anything I can do for you?”

“Can you tell me a little more,  
please?”

## **Clarifying the situation**

“I want to make sure that I really have  
an understanding of what you’re  
telling me”

## **Reassuring the customer**

“You’re absolutely correct”

## **Providing a sense of immediacy**

“I can see where the problem is”





# Empathy with customers: How?

## **Making a commitment**

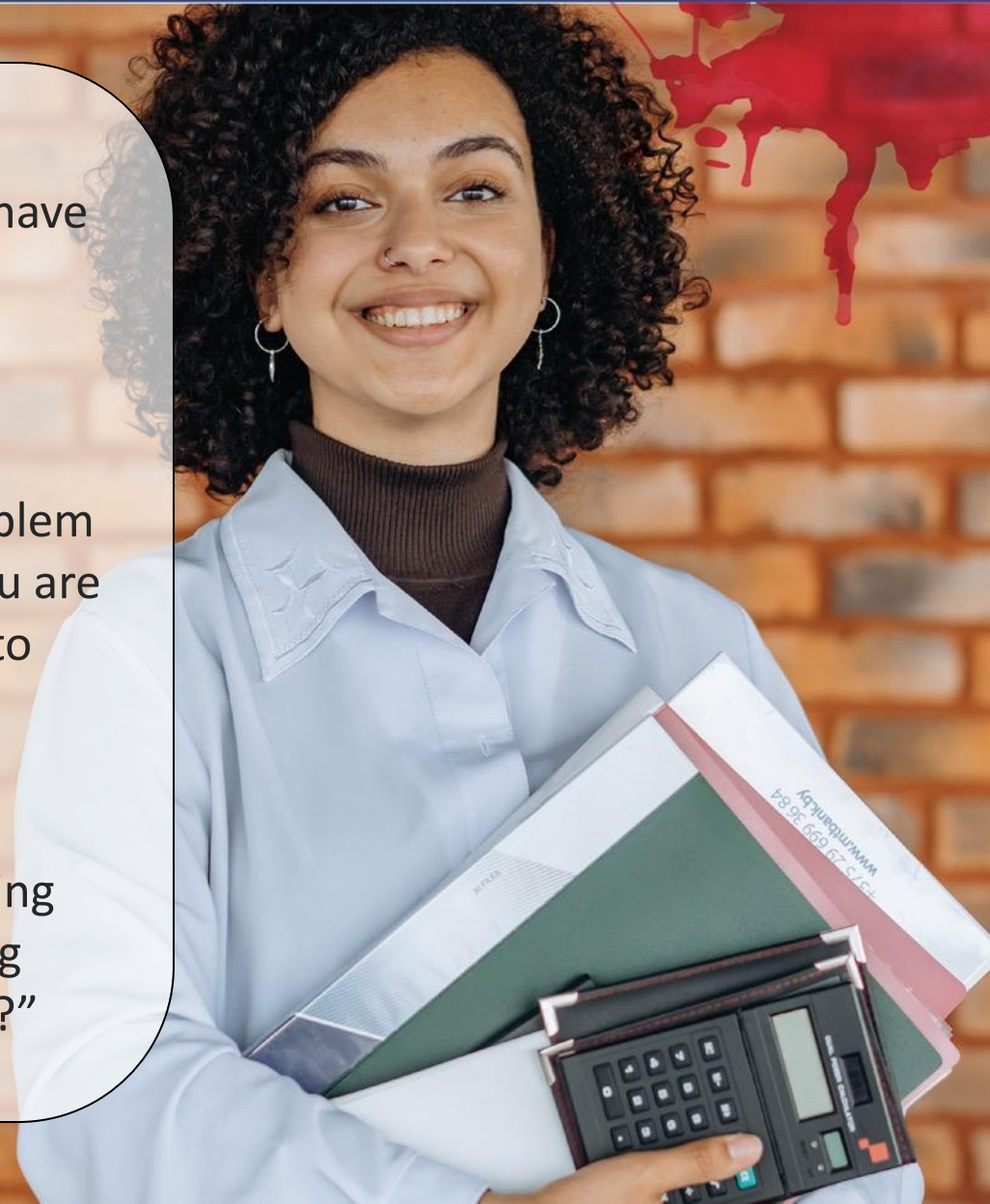
“I will contact you as soon as we have had an update”

## **Maintaining strong customer relations**

“I have experienced a similar problem recently, so I understand what you are saying. Let me see what I can do to help you out”

## **Closing**

“Your satisfaction means everything to us. Have we covered everything that you wanted to discuss today?”



# Methodological Tool II



**Develop and Express Empathy**  
**E-EUPA\_LO\_3.51\_M\_002**





# Empathy in workplace

**When a colleague expresses frustration with a project**

Offer support and encouragement

**If a team member is going through a personal struggle**

Show empathy by offering to help them with their workload

**When providing feedback to a coworker**

Balance constructive criticism with positive feedback and acknowledging their efforts

# Methodological Tool III



**Fostering Interpersonal Relations in  
the Workplace  
E-EUPA\_LO\_3.51\_M\_003**





## The Value of Empathy

Customer service can't always deliver solutions, but it can always deliver empathy

By putting yourself in the shoes of a customer, you also get context that helps you do your job

# Empathy in customer care II

## Empathy Is Teachable

Use the product

Focus groups, customer visits, or customer on-sites are also great ways to see through the eyes of a customer

Share your best success stories

Listening is another critical element to empathy



# Methodological Tool IV



**Good and Bad Practices regarding  
Empathy in Customer Care  
E-EUPA\_LO\_3.51\_M\_004**

# Complaints handling: Why is important?

- 
1. Improved customer satisfaction
2. Retention of customers
3. Feedback for improvement




# Complaints handling: Why is important?

- 
4. Positive reputation
5. Compliance with regulations



# Complaints handling: Some tips

- 
- Don't think that it's not your job to cover the cost of a complaint
  - Listen to the customer and thank them
  - Avoid the well-known blame game,
  - What is it that they really ask, what would they want to be done.



# Complaints handling: Some tips

- Solve the problem right away
- Compensate fully
- Please check again that all the necessary actions have been taken to resolve the problem
- Use it as an opportunity to improve



# Dealing with Customer Complaints

- Customer complaints should be taken seriously and handled promptly

By handling complaints effectively, businesses:

- can improve customer satisfaction and loyalty
- protect their reputation
- identify opportunities for continuous improvement



# Methodological Tool V



**Dealing with Customer Complaints**  
**E-EUPA\_LO\_3.51\_M\_005**

# Dealing with Customer Complaints: 5 steps to improve customer satisfaction





# Dealing with Customer Complaints: Talkative customer



# Methodological Tools VI



**Bad Customer Service**  
**E-EUPA\_LO\_3.51\_M\_006**



# Revision Questions

## Question 1

- Can you list the main customer care principles?

## Question 2

- What is the best way to deal with customer complaints?

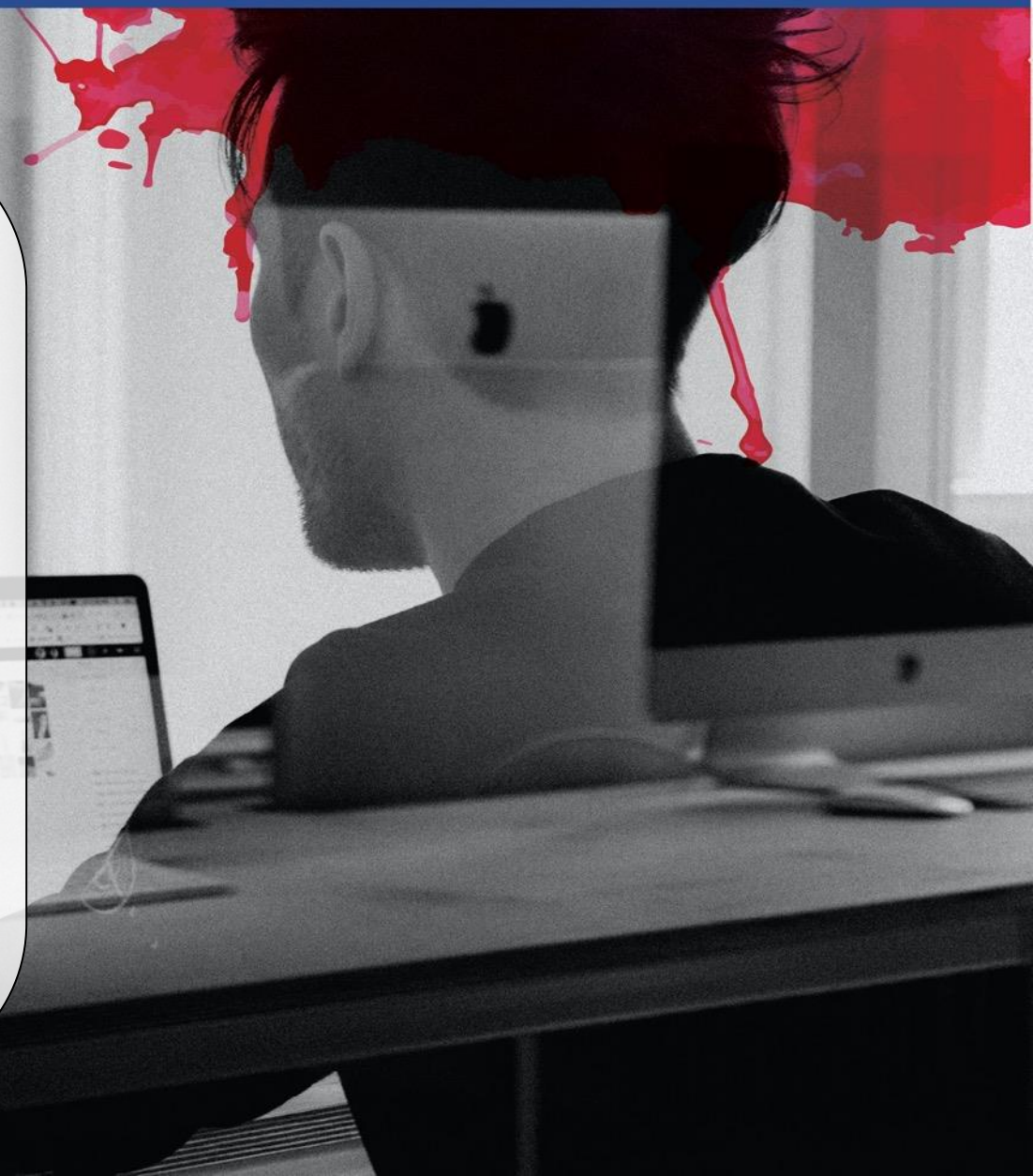


## Customer care principles:

- Customer-centric approach
- Effective communication
- Employee empowerment
- Continuous improvement
- Professionalism

## Communication Key Skills:

- Active Listening
- Empathy







**WELL DONE!**

**You have completed Unit 3.13**



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