



E-LEARNING

Level 4



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WA06: Visitors/Customer Service

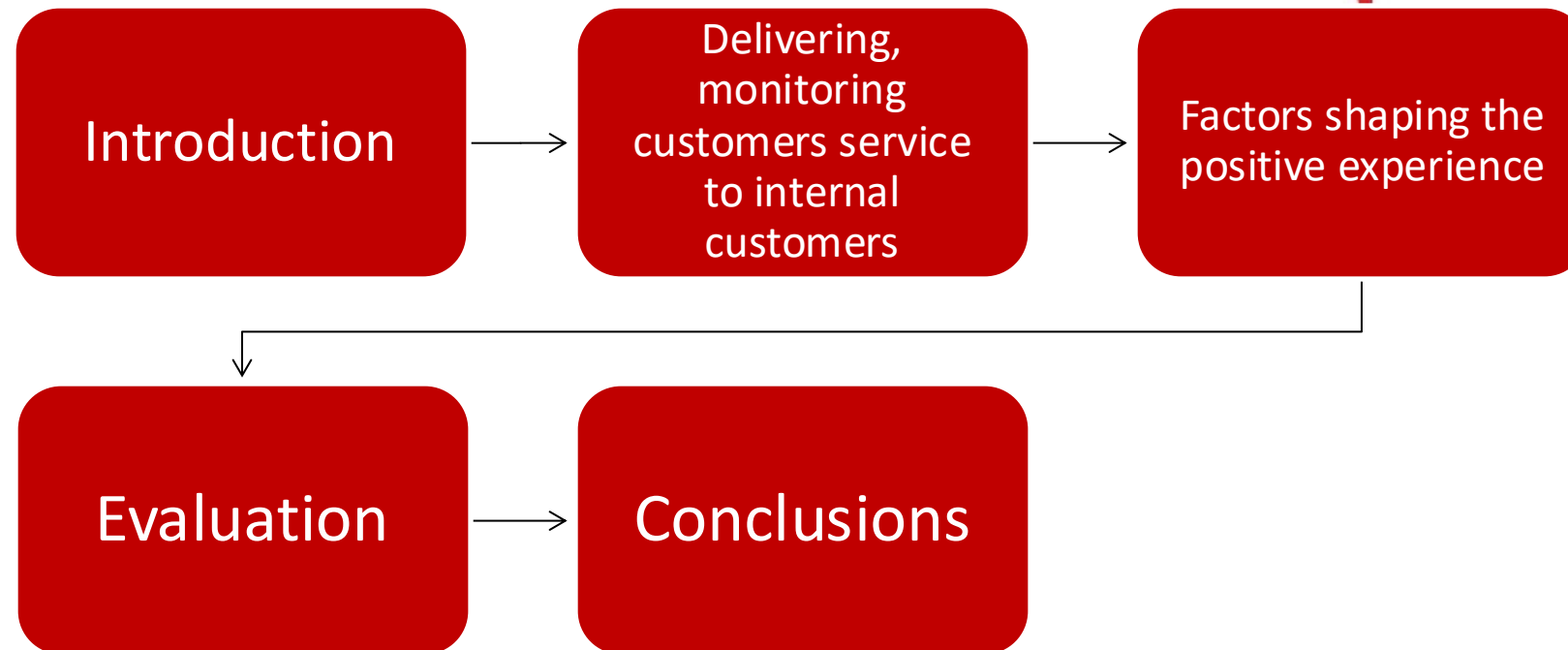
4.4 Deliver, monitor and evaluate customer experience to internal and external customers

LO4.6 Demonstrate the ability to set own short-term and long-term objectives within the organisation's Development Plan.

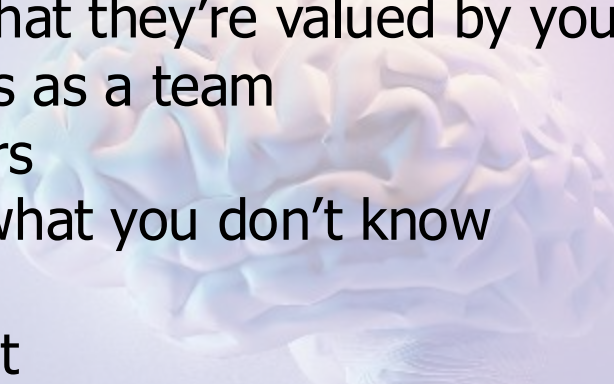
LO4.7 Demonstrate the ability to use Time Management skills to manage own time in order to reach own short- and long-term objectives.



Route Map



Customer care principles

- 
- Frontline representatives are the company
 - Show customers that they're valued by your company
 - Support customers as a team
 - Listen to customers
 - Be honest about what you don't know
 - Speed up!
 - Know your product

Defining customer satisfaction

The state of mind that customers develop about a company when their expectations have been consistently met or exceeded throughout the lifetime of a product or service is known as Customer Satisfaction and Loyalty.





“So, who is an internal customer? A basic definition is anyone within your organization who is dependent on you to meet a goal or deadline. The foundation for outstanding internal customer service is excellent interdepartmental communication and cooperation”.

- Internal customers may not necessarily purchase the products or services offered by their employer
- Internal customer relationship also plays a key role in the business's success.
- A person who does not work well with customer service may have greater difficulty placing orders or obtaining answers to his external clients' questions, resulting in a poor level of service.
- Information Technology
- Human Resources
- Facility Management
- Consulting
- Operations

Why monitor internal customer satisfaction?

- To improve the organization's overall performance.
- To enhance customer service skills within the organization.
- To raise working standards and improve service delivery.
- To show internal customers that the organization values and cares for them.
- To make employees feel valued and motivated.
- When employees feel cared for, they are more likely to care about the organization and contribute to attracting more external customers.
- The organization gains valuable insights for continuous improvement.
- Internal customers feel heard, knowing their feedback is taken seriously.

How to monitor internal customer satisfaction?

- Collect feedback
- Respond to enquiries
- Monitor sales and accounts
- Analyse the statistics of customers
- Track the number of complains
- Check request for improvements
- Monitor customer perceptions

Collecting end evaluating feedback:

- **Suggestion Emails** – Gather input from employees or internal customers via dedicated email channels.
- **Reviews** – Analyze performance reviews, peer evaluations, or internal feedback reports.
- **Forums** – Utilize discussion forums or internal platforms where employees can share their opinions and concerns.

How to deliver internal customer satisfaction

- Set clear expectations.
- Organise individual, all-staff or inter-departmental meetings, where you can present your priorities to specific people or groups.
- Anticipate internal customer expectations.
- Maintaining clear communication about priorities with internal customers is essential for a business to function efficiently. It ensures that everyone is aligned, tasks are completed effectively, and overall productivity and collaboration improve.
- Understanding your internal customers' expectations can result in better work flow.

- 
- A business meeting scene with three people in professional attire. In the background, a man in a suit points at a large display of charts and graphs. In the foreground, two women are looking at the same display. A large, stylized red brain graphic is overlaid on the right side of the image, with red lines extending from it towards the charts. A semi-transparent white box with a black border contains a bulleted list of three metrics for measuring internal customer satisfaction.
- **Net Promoter Score:** Scale questions
 - **Customer Effort Score:** Agree / Disagree
 - **Customer Satisfaction Score:** Questions

Purpose and Value of an Internal Complaints Procedure

- Ensures that complaints are handled fairly and promptly within agreed timescales.
- Helps resolve complaints constructively, preventing damage to professional relationships.
- Promotes good employment practices and workplace ethics.
- Encourages harmony and a positive work environment.
- Helps reduce bullying, harassment, and victimization in the workplace.
- Improves employee retention by addressing concerns effectively.
- Allows the organization to identify weaknesses and areas for improvement.

The Case of HCL — Employees First, Customers Second

- *Employees First, Customers Second: Turning Conventional Management Upside Down*, Vineet Nayar
- Access to financial information for employees
- 360-reviews for managers.
- Empowering frontline employees.
- The Value Portal: A system enabling all employees in the company to offer suggestions for change.

EXTERNAL CUSTOMERS ARE THE PEOPLE WHO BUY OUR PRODUCTS AND SERVICES

A party who uses or is directly affected by a company's products/services:

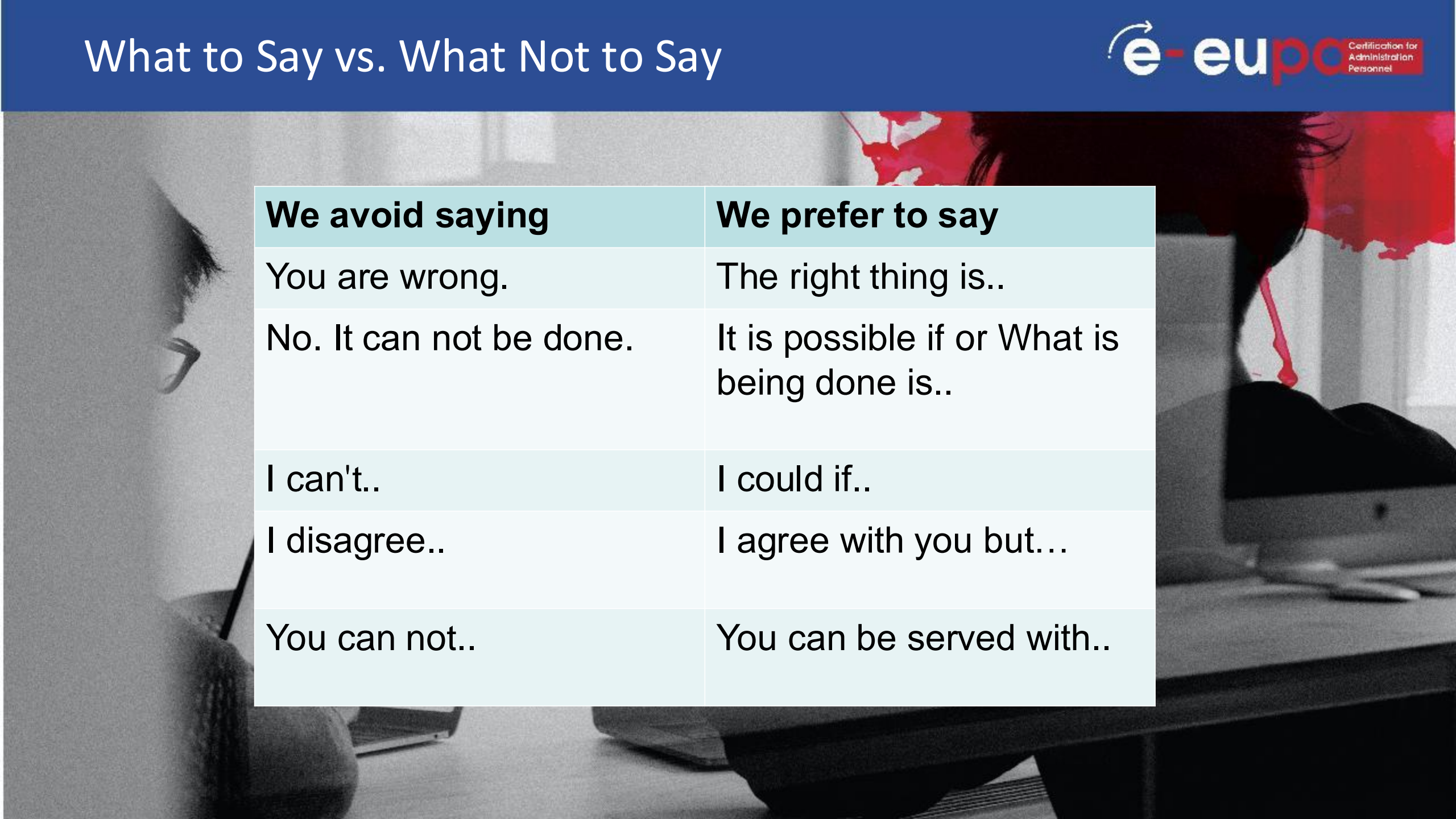
- customers, those that exchange money for goods and services and consumers are those that actually use the product
- and stakeholders, people who are impacted by corporate activities.

Essential Skills for a successful customer care practitioner:

- Patience
- Attentiveness
- Clear Communication Skills (oral and written)
- Knowledge of the Product or Service
- Ability to Use "Positive Language"
- Acting/self regulatory Skills
- Time Management Skills
- Ability to "Read" Customers
- A Calming Presence
- Goal Oriented Focus
- Ability to Handle Surprises
- Persuasion Skills
- Tenacity
- Closing Ability
- Willingness to Learn



What to Say vs. What Not to Say



We avoid saying	We prefer to say
You are wrong.	The right thing is..
No. It can not be done.	It is possible if or What is being done is..
I can't..	I could if..
I disagree..	I agree with you but...
You can not..	You can be served with..

Key Principles:

- **Welcome clients with a positive attitude** to create a warm and inviting atmosphere.
- **Build relationships based on trust and cooperation** to foster long-term customer loyalty.
- **Enhance their lifestyle and productivity**, making your service their first choice.
- **Exceed expectations and meet customer needs** through proactive service and personalized experiences.
- **Show empathy** by putting yourself in the customer's shoes and seeing the world from their perspective.

Empathy is our attempt to put ourselves in another person's shoes and understand the world through their eyes

How?

- By practicing active listening
- By putting yourself into the other person's shoes
- By expressing your emotions
- By interpreting feelings and emotions

Factors that lead to a positive customer experience

- Speed and effort
- Ease
- Product knowledge
- The product itself
- Customized experiences
- Fulfilling expectations
- Providing solutions and support
- Integrity
- Empathy
- After-Sales Service

Online experience

- E-shop
- Social Media
- Newsletters
- Online Customer Service

Assurance

- It includes politeness, reliability and safety.
- Knowledge of staff
- Ability to inspire trust and confidence

Responsiveness

- Willingness of the staff to serve the customer and provide high quality service.

Tangibles

- Building infrastructure
- Equipment
- Staff presentation

Reliability

- Homogeneity and stability
- Quality
- Implementation of the service at the right time without degradation of quality

After Sales

- Contact
- Problem Management
- Counter proposal
- Guarantee

What are the benefits for the organization/business?

Happy and satisfied customers

Loyal Customers

Why do customers leave a company



COLLECT AND EVALUATE FEEDBACK THROUGH:

- Suggestions box
- Comments book
- Feedback or evaluation sheets
- Questionnaires
- Complaints procedure
- Focus groups

1. Collate your data
Spreadsheet

2. Categorise the feedback

- Feedback type
- Feedback theme
- Feedback code

3. Get a quick overview

4. Code the feedback

5. Refine your coding

6. Calculate how popular each code is

7. Summarise and share



Which one is correct?

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Revision Questions

- Can you list some of the factors that lead to a positive customer experience?
- Can you list some of the essential skills for a successful customer care practitioner?
- Do you know how to deliver internal customer satisfaction?



- Internal customers may not necessarily purchase the products or services offered by their employer.
- Internal customer relationship also plays a key role in the business's success.
- A person who does not work well with customer service may have greater difficulty placing orders or obtaining answers to his external clients' questions, resulting in a poor level of service.

- Essential Skills for a successful customer care practitioner:
 - Patience
 - Attentiveness
 - Clear Communication Skills (oral and written).
 - Knowledge of the Product or Service
 - Ability to Use "Positive Language".

WELL DONE!



You have completed Unit 4.4



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