



Customer Service

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By the end of the Power Hour you will be able to:

- ✓ State some of the effects of good (or poor) customer service on business success
- ✓ Describe what constitutes good customer
- ✓ Explain the 5 “F”s of customer service, and what they look like in your organisation
- ✓ Identify practical things that you can do to provide good service every time you interact with a customer.



The Customer

- ✓ A customer is the most important person in business – without him or her there would be no business
- ✓ A customer is the most important person – in person, in writing or on the telephone
- ✓ A customer is not dependent on us – we are dependent on him or her
- ✓ A customer is not an interruption to our work; he or she is the purpose of it
- ✓ A customer is not someone with whom to argue or match wits: No one ever won an argument with a customer. Win an argument, lose a customer
- ✓ A customer is not a cold statistic – he or she is a flesh and blood human being with emotions and feelings, just like ourselves.



What Customers Want

1. To be taken seriously	10. Knowledgeable help
2. Competent, efficient service	11. Friendliness
3. Anticipation of their needs	12. To be kept informed
4. Explanations in their terms	13. Follow-through
5. Basic courtesies	14. Honesty
6. To be informed of the options	15. Feedback
7. Not to be passed around	16. Professional service
8. To be listened to (and heard)	17. Empathy
9. Dedicated attention	18. Respect

The Five F's of Customer Service



First Impressions



Friendly Welcome



Find Out



Fulfil Needs



Fond Farewell

Make it Work at Work

What are you going
to **DO** as a result of
this Power Hour
Session?





Thank You
&
Good Luck