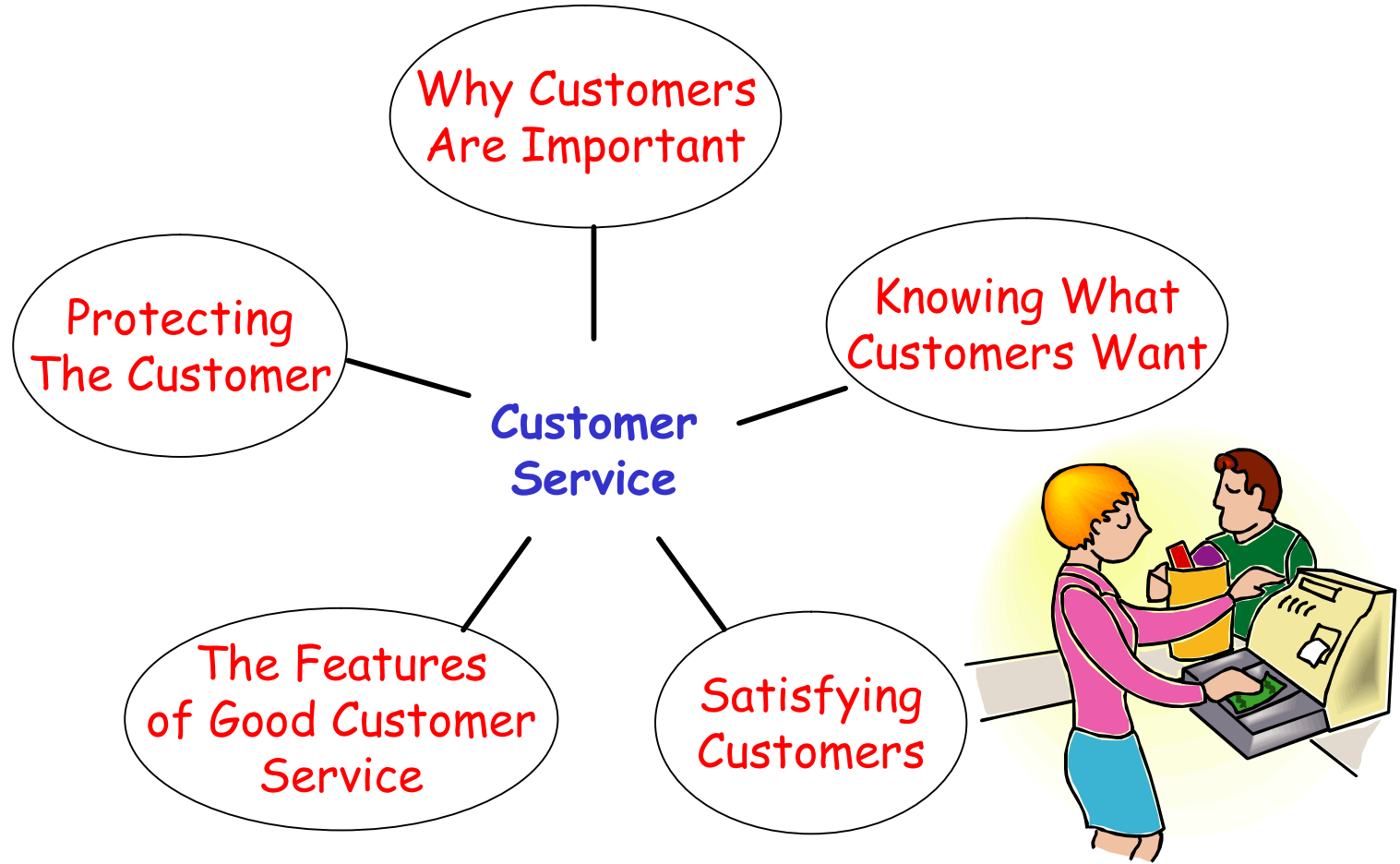




What Is Customer Service?

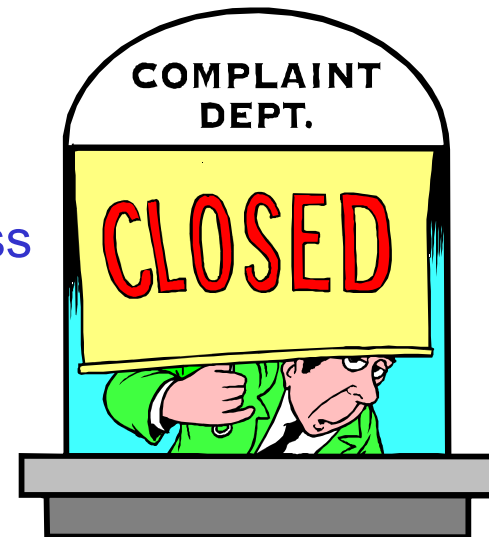
- Customer service is made up of the following factors:





Why Customers Are Important

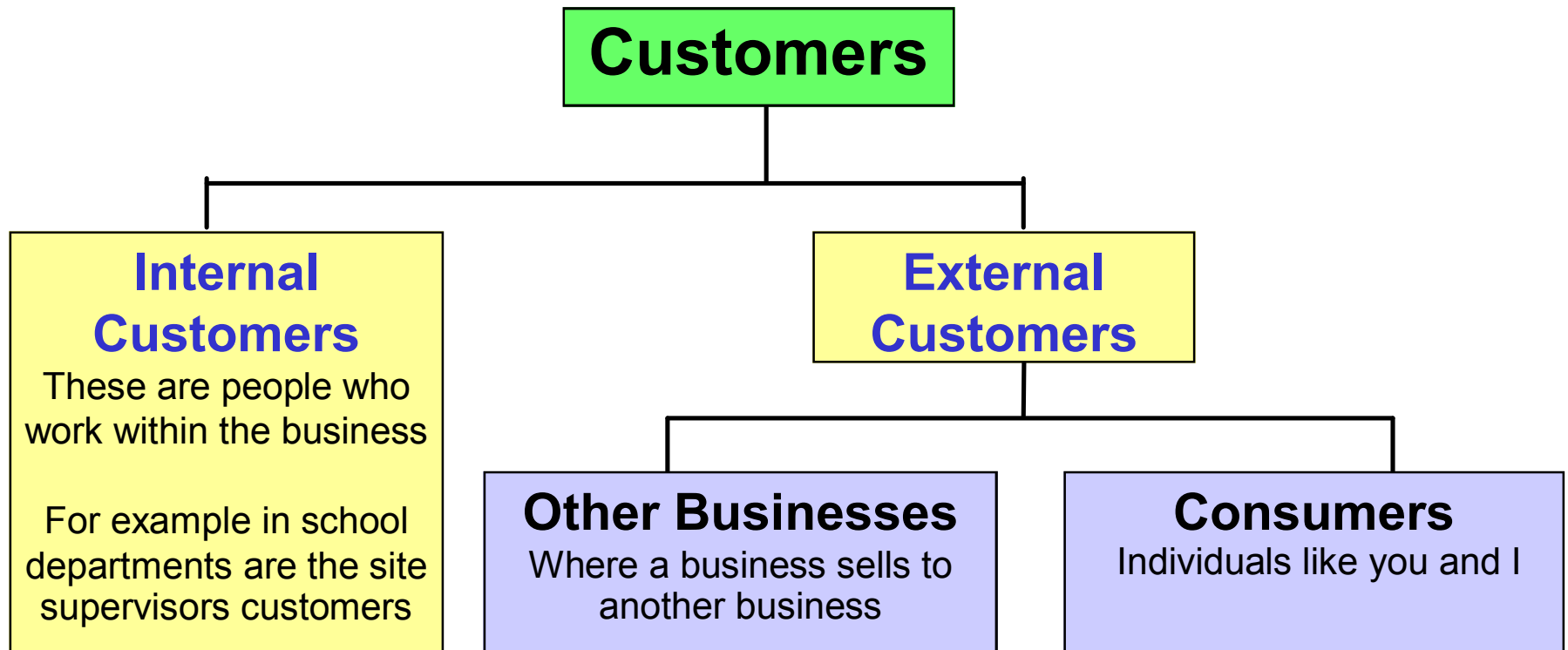
- Customers are vital to the success of a business
- A business that is unable to attract and keep customers is not likely to survive for long
- As such, good customer service is important because it allows a business to:
 - Gain and retain customers
 - Gain customer satisfaction and loyalty
 - Improve the image and reputation of the business
 - Provide information about products
 - Help to keep market share
 - Increase sales and profit





Customer Expectations

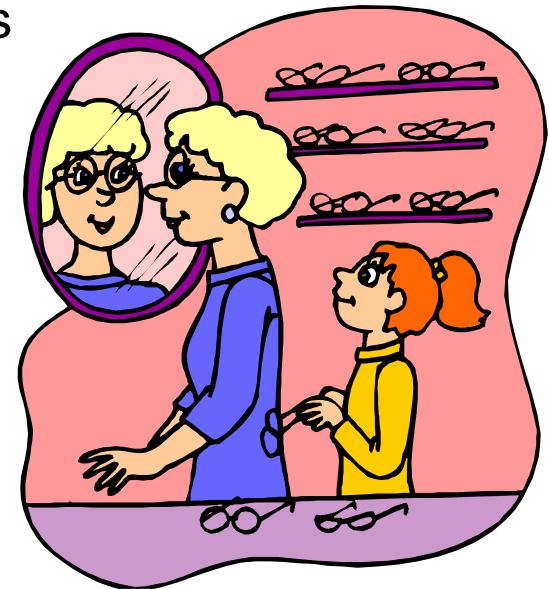
- It is important that a business knows it's customers
- There are 2 Types of Customers:





What Do Customers Expect?

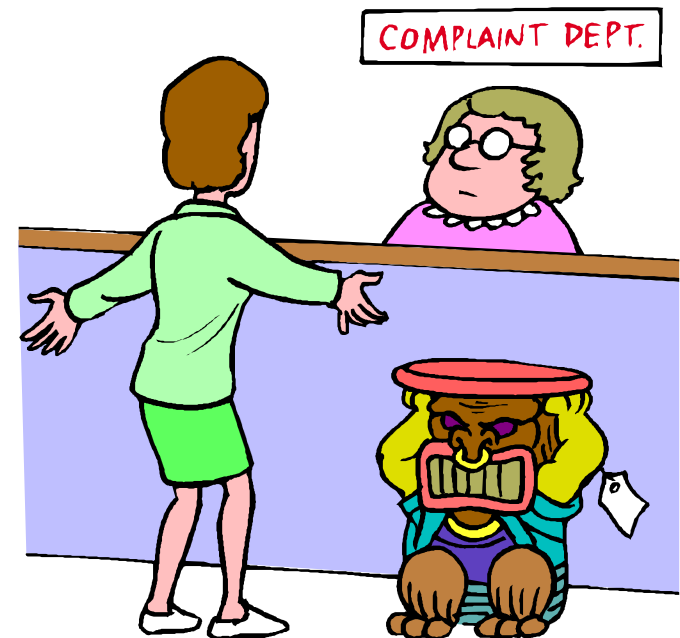
- Expectations may vary according to the type of customer
- Generally customers will expect:
 - Good Value
 - Quick response to queries and problems
 - Clear and honest information
 - Care and attention
 - After-sales service





What is After-Sales Service?

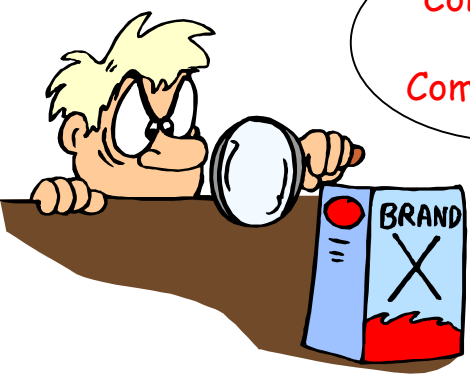
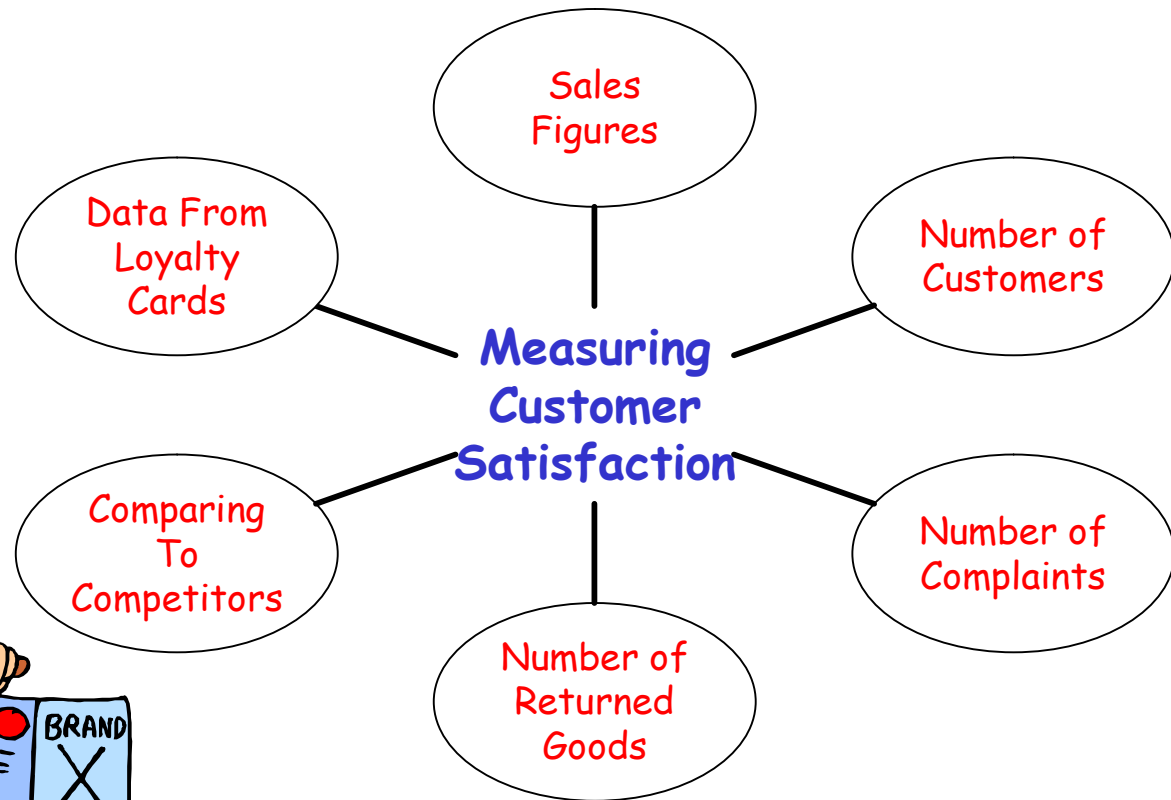
- It is the service that customers receive if they return to the organisation after making their purchase
- They may return in order to:
 - Return an item
 - To have something repaired
 - To order a spare part
 - To make a complaint
 - Because they have a technical query





Customer Satisfaction

- Satisfied customers will return
- Businesses need to know if their customers are satisfied
- This can be done in a number of ways:





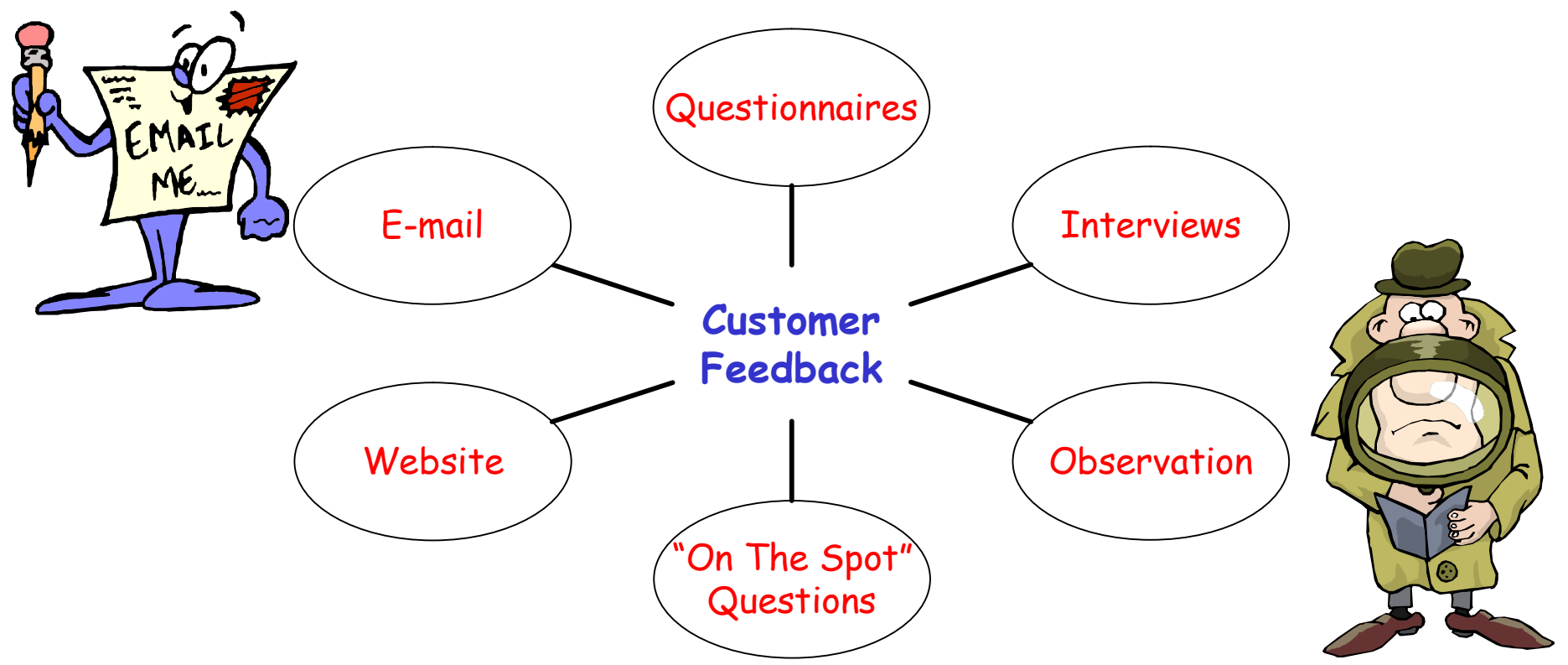
Why Provide Good Customer Service?

- There are 3 good reasons:
 - **Better Public Image**
 - Good word-of-mouth comments will help to create a positive image for a company
 - **An Edge Over the Competition**
 - Helped by a good public image, customer are more likely to choose a company based upon it's reputation for customer service, particularly if prices are similar
 - **Increased Sales**
 - Happy customers will tell their family and friends – as will unhappy ones!



Feedback From Customers

- Looking at data will help but the best way to find out if customers are satisfied is to ask them
- This can be done in a number of ways:





Investigating Customer Service

- When investigating how good customer service is in a business, there are 6 features to consider:

Products

- Quality
- Safety
- Packaging
- Clear Information

Staff

- Helpfulness
- Dress
- Knowledge
- Communication Skills

Premises

- Cleanliness
- Access
- Facilities
- Signage

Delivery

- Availability
- Speed
- Reliability

After-Sales Care

- Dealing With Complaints
- Exchanging Goods
- Guarantees & Repairs

Other Features

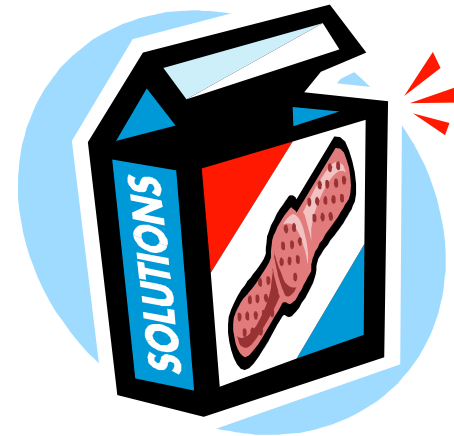
- Payment Methods
- Customer Care Helplines
- Staff Training



Dealing With Complaints

- A sign of good customer service is how well a business handles things when they go wrong
- Ideally they should be able to find a solution!

- S** how that they are listening
- O** ffer an apology
- L** et the customer know what will happen next
- U** nderstand the problem from the customer's viewpoint
- T** ake control by staying calm
- I** dentify a solution
- O** ffer the solution to the customer
- N** ote what action needs to be taken





Protecting The Consumer

- Laws are there to ensure a minimum standard of customer service
- For example, a customer might expect:





How Are Customers Protected?

- There are 4 main areas of law that protect customers:

Health & Safety

- The Health & Safety at Work Act 1979
- The Consumer Safety Act 1978
- The Food & Drugs Act 1955
- The Food Safety Act 1990
- The Food Safety Regulations 1995
- The Consumer Protection Act 1987

Labelling of Products

- The Trade Descriptions Act 1968
- The Sale of Goods Act 1979
- The Food Labelling Regulations 1996

The Sale of Products & Services

- The Weights & Measures Act 1951
- The Unsolicited Goods Act 1971
- The Consumer Credit Act 1974
- The Sale of Goods Act 1979
- The Supply of Goods & Services Act 1982
- The Consumer Protection Act 1987
- Consumer Protection (Distance Selling) Regulations 2000
- Sale and Supply of Goods to Consumers Regulations 2002

Misuse of Information

- Data Protection Act 1998