



Customer service

Week 10



2

Improving Customer Service

- Strengthen existing customer service skills
 - Empathy, patience, consistency; adaptability; clear communication; work ethic; knowledge; thick skin
- Improving customer engagement
 - Employee suggestion box; employee engagement survey;



3

Improving Customer Service

- Practice proactive customer service
 - Get personal; Be available; Cater to your customers; Create communities
- Improve customer interactions through employees
 - Ask reps to try to identify a common ground—like shared interests—with the people they help; Practice active listening so your customers feel heard; Admit your mistakes, even if you discover them before your customers do; Follow-up after a problem is solved



4

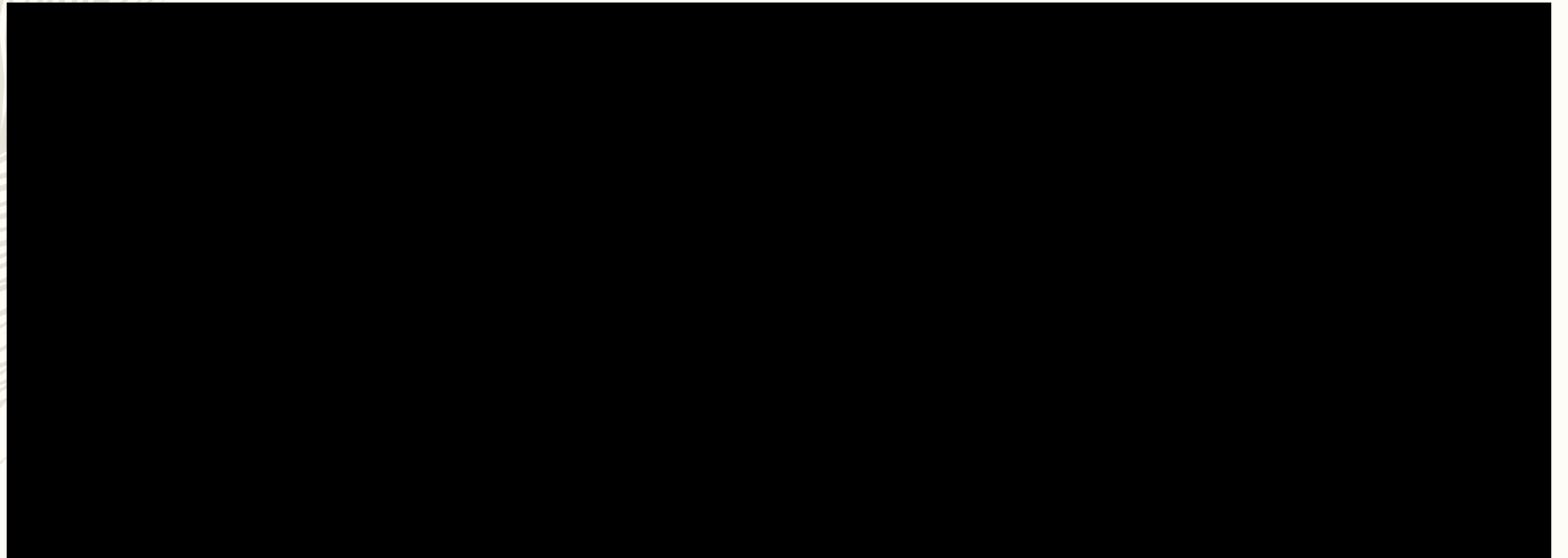
Improving Customer Service

- Create avenues for customers to provide feedback
 - Phone survey at the end of a service call; email survey sent directly from your CRM tool; form on the “Contact Us” page of your website
 - Pay keen attention to key touchpoints
 - Consistency of service delivery



5

Brussels Airlines and Surface Pro 3 improve customer and inflight experiences



(YouTube, 2015)



6

How to use Feedback to improve your Customer Service

- To update your product or service
- Address departmental shortfalls or commend achievements
- Improve employee training process
- Demonstrate your responsiveness (Insightly, 2015)
- Communicate improvements to customers



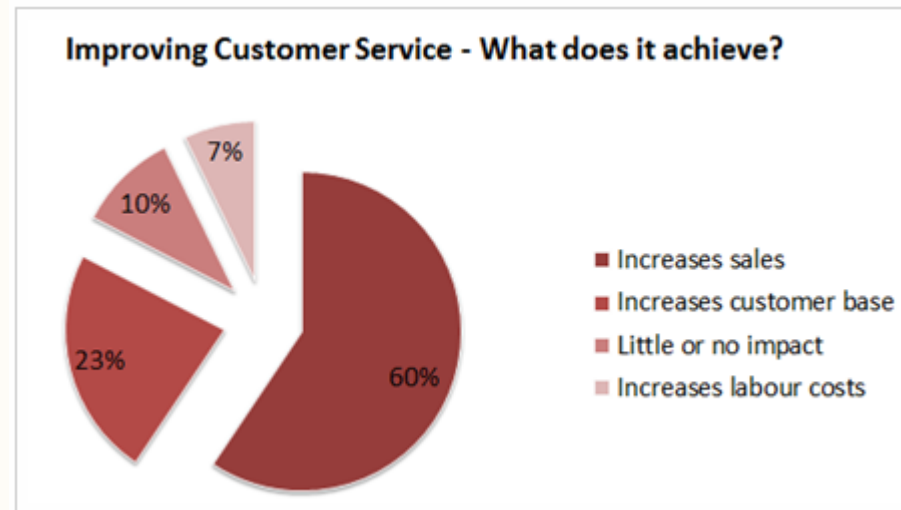
7

How to use Feedback to improve your Customer Service

- Adapts to new trends
- Increase the credibility, trustworthiness and integrity of your products and services
- Increase sales
- To improve marketing strategies (Incite-group.com, 2016)
- Use as a business development ‘road map’ (Vernon, 2013)

8

How to use Feedback to improve your Customer Service





9

Customer Complaints/Feedback

Mechanical complaint

Most guest complaints relate to hotel equipment malfunctions. (room furnishing, ice machine, door keys, television, lighting, air conditioning etc.)

Attitudinal complaint

The guest feel insulted by staff member of the hotel/airline.



10

Customer Complaints/Feedback Cont'd

Service-related complaint

The guest experience a problem with hotel/airline service. (waiting time for service, lack of assistance with luggage, untidy room, phone difficulty)



11

When dealing with a guest complaint

- NEVER Talk down to the customer
- NEVER Be defensive
- NEVER Justify why it happened
- NEVER Blame other people or departments
- NEVER Blame the customer



12

Handling Complaint

- Information recorded accurately in Complaint Log
- Ensure complaint handling procedures are followed
- Relevant department or personnel consulted
- Follow up to ensure everything is resolved - record action in Log
- Log reviewed to see if on going/multiple complaints being received and what steps can be taken to rectify.



13

Complaint Handling Procedure

- Listen without interruption
- Don't get defensive
- Express concern and empathy - apologize sincerely
- Establish the problem - ask questions
- Find out what they want

14

Complaint Handling Procedure Cont'd

- Explain what you can and cannot do
- Fully discuss alternatives
- Take Action
- Follow up to ensure they are happy





15

Case Study

A receptionist in a “5 star” hotel received a call from an angry guest who discovered that the TV in his room was not working and the bathroom had not been cleaned.

- 1) List the sequence of steps necessary for the receptionist in this scenario to deal with customer complaints.
- 2) Explain 2 long-term consequences to the establishment if customer complaints are continuously incorrectly handled.

- Incite-group.com. (2016). *How to use customer feedback to improve your business. Part 1 | Incite Group*. [online] Available at: <http://www.incite-group.com/customer-engagement/how-use-customer-feedback-improve-your-business-part-1>.
- Insightly. (2015). *How You Can Use Customer Feedback to Improve Your Business - Insightly*. [online] Available at: <https://www.insightly.com/blog/how-you-can-use-customer-feedback-to-improve-your-business/>.
- Vernon, P. (2013). *Five ways you can use customer feedback to improve your business - Talented Ladies Club*. [online] Talented Ladies Club. Available at: <http://www.talentedladiesclub.com/all-help/five-ways-you-can-use-customer-feedback-to-improve-your-business/>.
- YouTube. (2015). *Brussels Airlines and Surface Pro 3 improve customer and inflight experiences*. [online] Available at: <https://www.youtube.com/watch?v=BVL7BSZSpmY>.