

CUSTOMER SERVICE

Week 4

Ways of communicating with customers



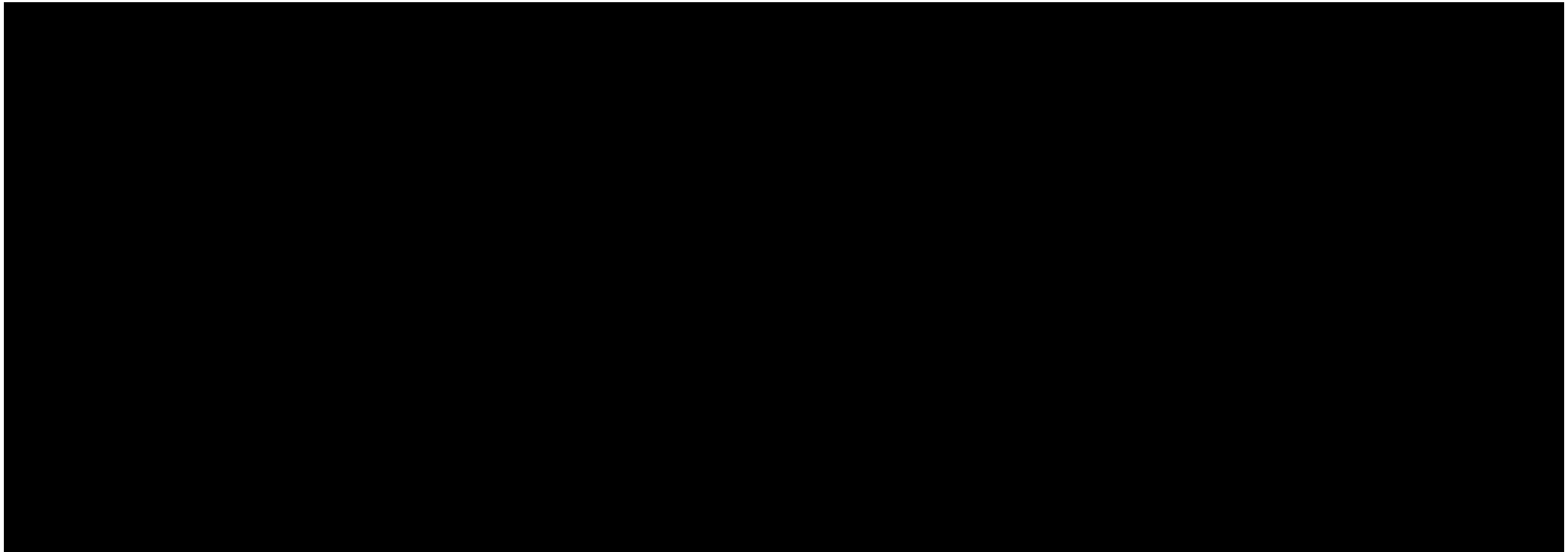
Factors to consider when choosing a method of communication

- Is the method affordable
- The speed of delivery
- Destination
- Confidentiality
- Record Keeping

Basic Needs of Customers

- Friendliness when being acknowledged and welcomed
- Understanding and Empathy extended without being criticized or judged
- Fairness in treatment
- Control of service outcome
- Options and Alternatives in getting what they need
- Detailed information about products and service offering

Identifying Customer Needs



(YouTube, 2012)

Customer Service Provision

- “The act of performing a task for a business or person that wants or requires it in exchange for acceptable compensation. A business that specializes in some form of service provision usually needs to have qualified staff members on hand that are regularly available to perform the services that it offers to consumers.” (BusinessDictionary.com, 2016)

Customer Service Provision



Customer Perception

- “A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.” (BusinessDictionary.com, 2016)
- Based upon Service Delivery, Service Quality and Customer Satisfaction

Factors that Influence Customer Perceptions

- Product/Service Price (AGBOR, 2011)
- Service Encounter-Quality of service through interaction with service provider
- Image
- Service Evidence – Personnel, Process, Physical Environment

Types of Service Encounters

- Remote Encounters e.g: ATM machines ,telephone answering machines, voice mail
- Phone Encounters
- Face to Face Encounters

Factors that determine outcome of service encounters

- Recovery- responding to service failure
- Adaptability- ability to deal with customers' special requests
- Spontaneity- voluntary action of employees in delivering a particular service
- Coping- with customers' problems and situations effectively

Strategies for influencing Customer Perceptions

- Enhance customer satisfaction through service encounters
- Reflect evidence of service
- Communicate and create realistic image
- Enhance Customer perceptions of Quality and Value through pricing

Customer Expectations

- "Customer expectation" refers to the total perceived benefits a customer expects from a company's product or service. If the actual experience customers have with a product exceeds the expectation, they are typically satisfied. If the actual performance falls below the expectation, they are typically disappointed." (Ask, 2016)

How can you Bridge the Gap?

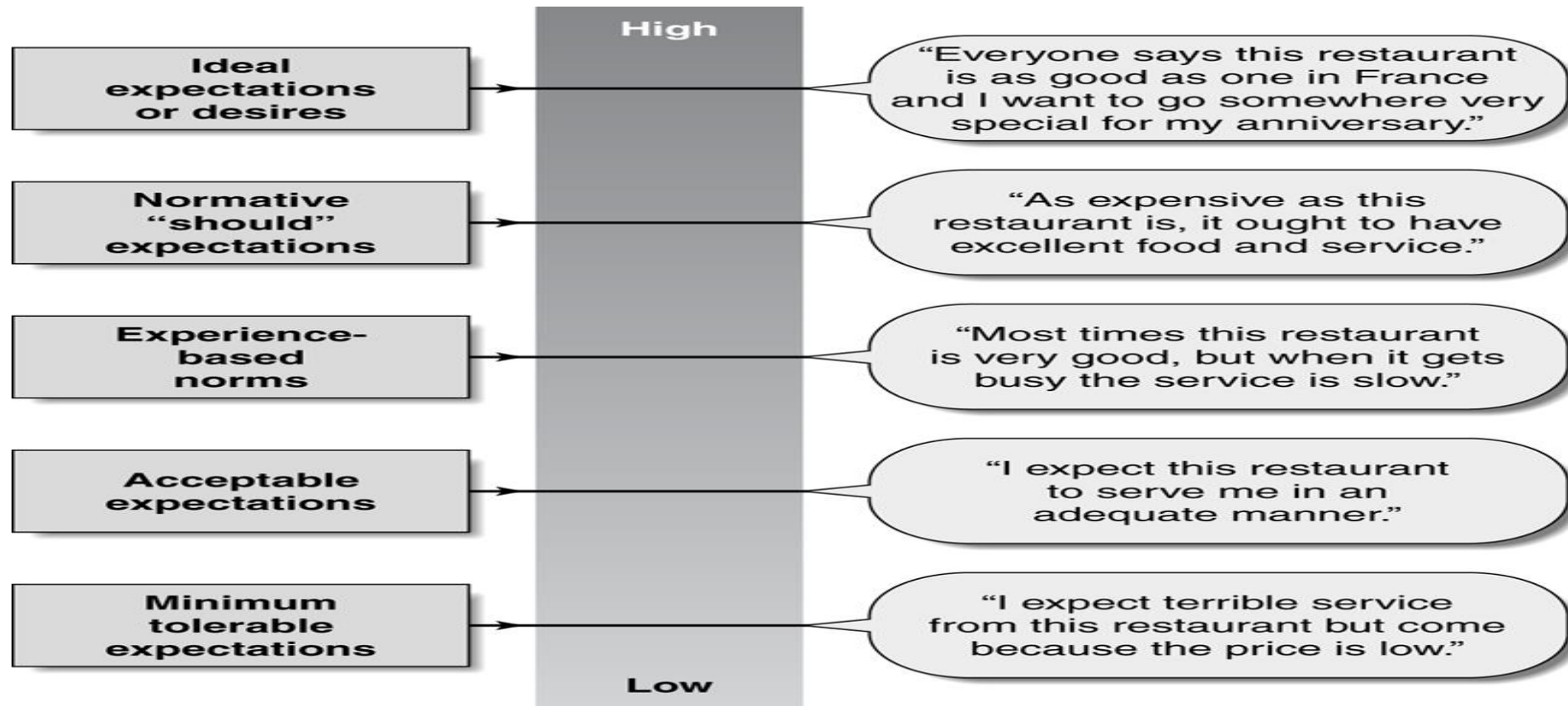


*The goal is:
Customer Congruency: When what we promise and what the customer receives are thought to be the same.*

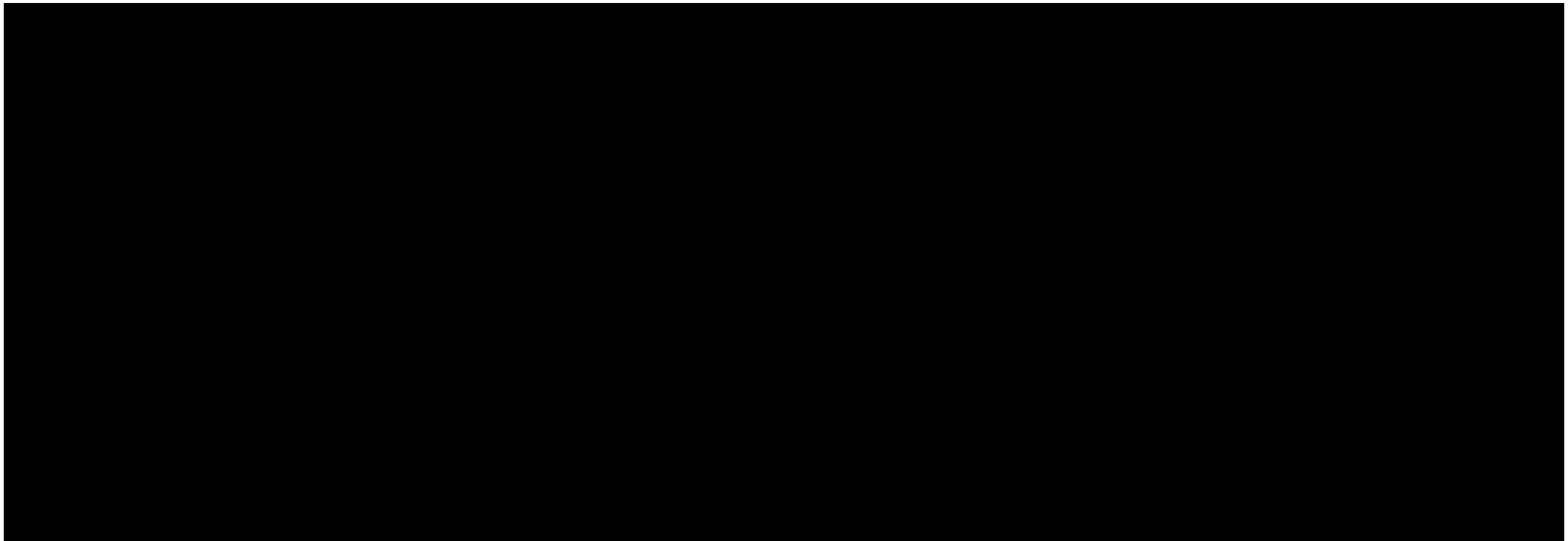
FAQ's about customer expectations

- Should a company aim to 'delight' the customer?
- How does a company exceed customer service expectations?
- Do customer service expectations continually escalate?
- Is it a better strategy to under-promise and over-deliver?
- How does a service company stay ahead of competition in meeting customer expectations?

Levels of Customer Expectations



Customer Service Culture



Youtube, 2010

Think on this...

- Two hikers who come upon a ravenous tiger. One sits down and immediately starts putting on running shoes. "Don't be silly" says his partner, "you cannot outrun that tiger." "I don't need to outrun the tiger. I only need to outrun you."

What does this mean in the aviation industry?

- Airlines primarily compete on price except for certain airlines in certain markets like Singapore, Emirates, Turkish, Porter. They do not compete on service because their service needs only to be comparable or slightly better than the service offered by their competitors.

Dissatisfied Customers



Impact of Ineffective Customer Service

- Customer care is important at all levels of the organisation. Many people will form an opinion of an organisation from the way they are dealt with from their first point of contact with the organisation.
- A poor reputation is difficult for an organisation to turn around and a poor reputation has implications for falling market share.
- Customers who are not happy will not come back. Many people do not complain about the poor service, they just simply do not give repeat custom.

Impact of Ineffective Customer Service

- Falling sales resulting in loss or profit or small profit margin
- Bad publicity results from poor customer service as people always tell others about their experiences.
- Loss of potential customers (McQuerrey, n.d.)
- The organization may lose valuable staff

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