

LEVEL 2 CUSTOMER SERVICE

Teacher/Learner Resource

Syllabus Topic 1:

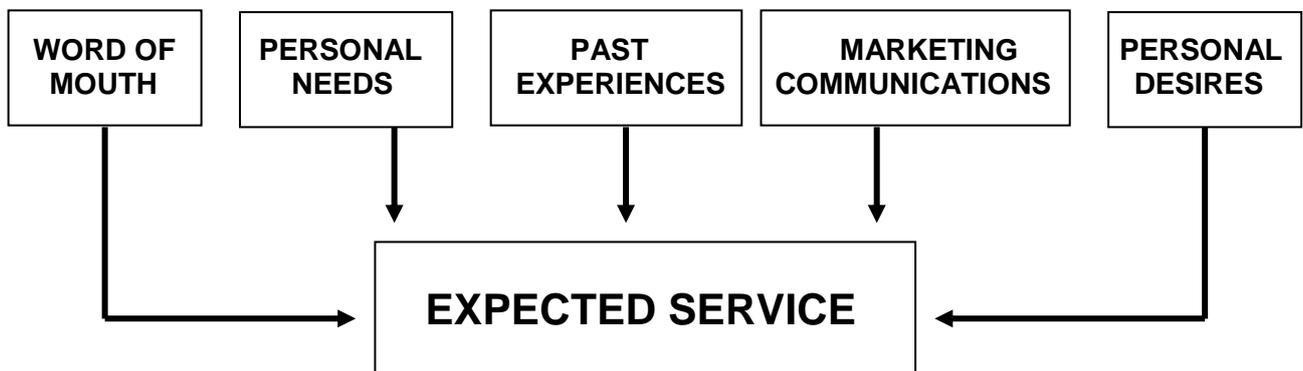
The Role of Customer Service:

- Customer Expectations
- Customer Satisfaction
- Moments of Truth
- Service Offer
- Added Value Service – going the extra mile

Customer Expectations

Every time a customer seeks, or is provided with, any type of service/product, they already have in their own mind what it is they expect to receive. These expectations come from a number of different sources, all of which combine to form the customer's expectations.

The following diagram shows where customers get their expectations from:



Word of mouth:



Every customer talks to other people, whether they are family, friends, neighbours, work colleagues or quite simply just other people around them. As a result they are told good things and bad things about products or services that other people have bought or have tried. If a customer's friend tells them about a really good meal and excellent service they had in a restaurant then the customer will have high expectations of having a good meal with good service if they go to that restaurant.

Personal needs:

When a customer buys a service it is because they have a need for it. If a customer goes to a hairdresser it is because they want something done to their hair such as a cut or maybe to have it coloured. A customer takes a car to a garage because it needs to have repairs done. The customer has expectations of whatever service it is they need and they expect the service to meet their needs.



Past experiences:

Many repeat purchases in the service industries are a direct result of customers having had good experiences, in the past, with the service provider. Similarly, a customer who has a bad experience is very unlikely to try that service again, with that particular service provider. If a customer goes to a restaurant and has a very good meal, with excellent service, and their expectations are met, then it is very likely that customer will become a regular visitor to the restaurant. However, it must be remembered that customers gain their experiences from other sources as well - indeed they may even come from competitors.

Marketing communications:

This is the total of all the service provider says they are going to offer. It may be as a result of posters in the windows, leaflets that have been given out or more likely the result of advertising and/or public relations. Simple little things like saying a shop is open from 9 o'clock in the morning to 6 o'clock in the evening is a marketing communication. As a result, a customer arriving at one minute past nine or at three minutes to six will expect the shop to be open and if it is not then the customer will be unhappy.

Personal Desires:

We have already looked at personal needs - the reason for buying a service in the first place. Personal desires take a customer's expectations to a higher level. This is the difference between knowing what we are likely to receive and what we would like to receive.

A customer going to a hairdresser for a new hairstyle expects their hair to look different when it is completed. However their personal desire for the new hairstyle might be that it makes them look younger, more attractive, makes their face look thinner (or fatter) or possibly hides skin blemishes.



Customer Satisfaction

Customer Satisfaction depends on the customer expectations and the level of service given. As seen above, customers build up their expectations in many ways. If the level of customer service meets or exceeds the need and expectations of the customer then he/she will be satisfied, if not then customer will be dissatisfied.

Moments of Truth

Every time a customer or potential customer comes into any form of contact with a service provider it is a '**moment of truth**' – an opportunity to form an opinion about the service provider level or quality of service. Moments of truth can happen when:

- a customer sees an advert
- when they very first enter the service environment
- the very first member of staff they meet
- when they are answered on the telephone

Think about your own service experiences such as going to a restaurant, maybe visiting a cinema or even the dentist and try to list 5 moments of truth.

Service Offer

This is the total service that is given to the customer in addition to the basic service provided. A hotel basic service is a room for the night with a bed and somewhere to hang your clothes.



However what you are very likely to get is a warm, carpeted, well decorated room with room service. It will probably have a television, a telephone, a comfortable chair and writing desk and wardrobes for your clothes. It will probably even have its own toilet or bathroom as well.

Added Value Service - going the extra mile

These are all the little extra things over and above the basic product or service, that can be added to a service offer to delight the customer. Customers will see this as extra benefit, keeping them happy and loyal to the organisation.



Examples:

- A supermarket offering to pack a customer's bags and then carrying these bags to the customer's car.
- A hotel that has fresh flowers and a complimentary box of chocolates in the room and provides a newspaper, of the customer's choice, free of charge the following morning.
- A restaurant that gives extra cups of coffee or water free of charge with after dinner mints at the end of a meal.