

LESSON NOTES 16

Year/Level: 13

Subjects: Office Technology

STRAND	OT 13.3 Office Administration
SUB-STRAND	OT 13.3.2 Customer Service
LEARNING OUTCOME	<ul style="list-style-type: none">• Explain customer service• Identify different types of customers• Identify customer needs, wants and demands

CUSTOMER SERVICE

Introduction within the organization is to provide a service of consistently high quality in as short a customer's first impression of you and your company is a lasting one and your role time as possible.

This may be achieved in the following ways:

- Immediately acknowledge the customer and show empathy
- Listen actively and effectively and provide feedback.
- Use appropriate verbal and non-verbal communication.
- Use conflict resolution techniques to solve problems.
- Make sure you follow up the measures you have taken to solve conflicts to ascertain whether your customer is satisfied.



Different types of customers

We are all customers, but in any business there are basically **three** different types of customers:

Regular Customers

These are people who are happy with your service package and like you corporate image. They are repeat customers and are the basis of your business. Never take them for granted or you may lose them. If you upset one of your regulars, you will have a dissatisfied customer who may take her/his business to another company.

Change Customers (passing trade)

Chance customers, or passing trade, are equally important to your business. They usually live in the area. Change customers have entered your business because they may have been attracted by your window display or your advertisement in the Yellow Pages, or you have been recommended by a regular customer.

Visiting Customers

They may be people from another town, another state or another country. These customers are also important to build up your business.

When dealing with all of the above types of customers, your service should be the same-excellent quality.

Identifying customer needs

Customer needs

A need in a customer is a state of felt deprivation is a person who will then try to obtain something to fill that need. These are customers who have basic needs for food, clothing, warmth and safety.

Customer wants

Human wants are the expression of human needs, as they are shaped by a person's individual development and culture. For example, you need food, clothing warmth and safety to survive. But you may want something that is really not essential to your survival or happiness.

Customer demands

A want becomes a demand when a person is able and willing to buy the object she/he desires. Marketing creates a demand in customers. A product or service is something that is viewed as being capable of satisfying a customer's need or want.

ACTIVITY

1. Define customer service.

2. Identify and explain two types of customers.

3. Explain customer demands.

THE END 😊