

**PENANG SANGAM HIGH SCHOOL  
P.O.BOX 44, RAKIRAKI**

**LESSON NOTES 18**

**Year/Level: 11**

**Subjects: Office Technology**

<b>STRAND</b>	OT 11.3 Office Administration
<b>SUB-STRAND</b>	OT 11.3.2 Personal and Telephone callers
<b>LEARNING OUTCOME</b>	<ul style="list-style-type: none"><li>• Define customer service</li><li>• Explain the importance of customer service</li></ul>

**CUSTOMER SERVICE**

**What is Customer Service?**

Customer service is the process of being of help or assistance to customers. Quality customer service is achieved by clearly defining the types of customers and ascertaining their needs. Customers have a need, and they will buy from your organisation only if they are satisfied with your service and your product. Providing good service is one of the most important things that can differentiate your business from its competitors.

There are **three** levels of customer service. These are:

- Rudeness - roughness or lack of manners
- Indifference - lack of interest, concern, or sympathy
- Exceptional service - **exceeding customer expectations**, where the standards and level of service received exceed what the customer could reasonably define as normal or expected.

Some customers stop doing business with a company or organization due to rudeness or indifference. It is the duty of the receptionist to take the first step to providing exceptional customer service to all visitors to the organization.

**Why is Customer Service Important?**

**Customer satisfaction** is one reason why service needs to be exceptional. An organization depends on its employees to satisfy its customers. If a customer does not feel satisfied with his/her experience in the organization he/she may not come back.

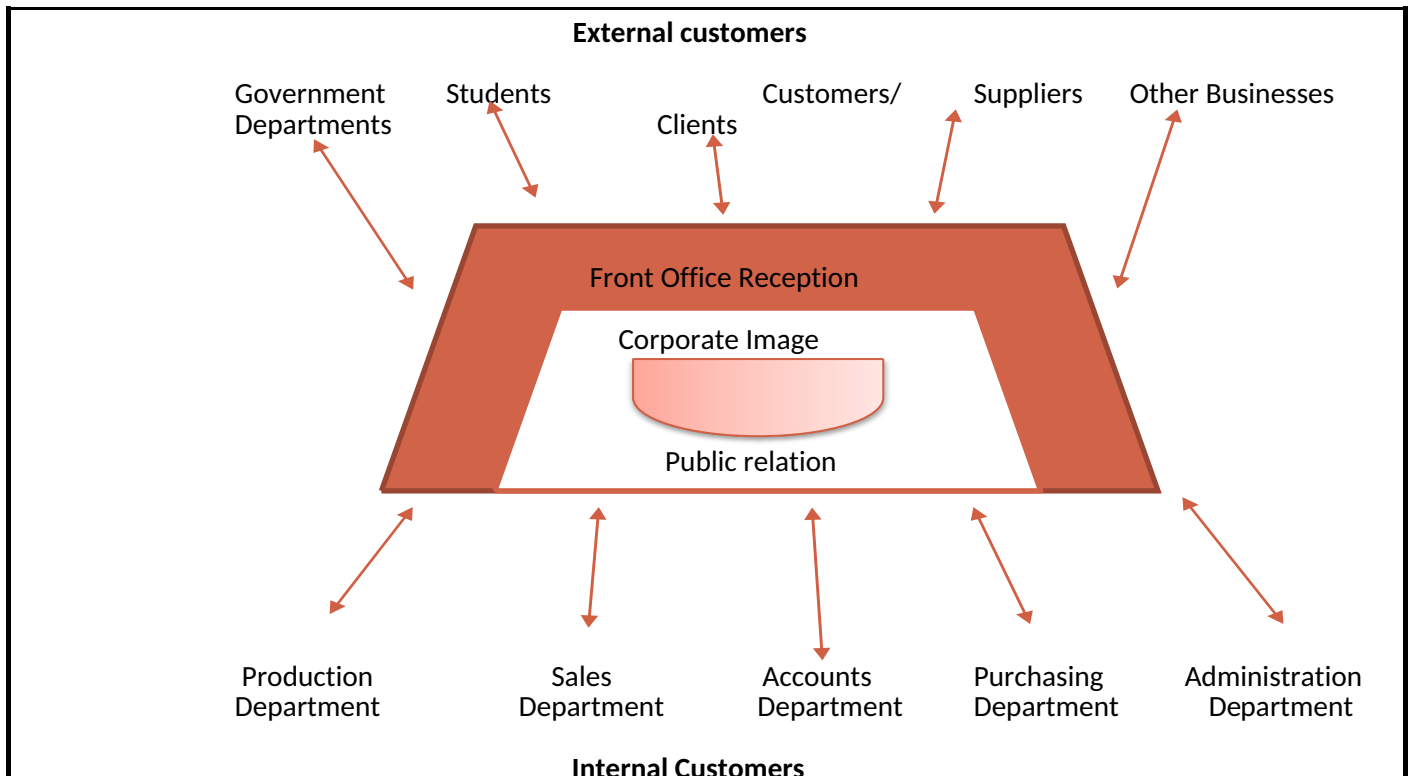
**Receptionist as an Interface between the Public and Organization**

The receptionist represents the public face of a business. She is often the first person a customer sees of, the first voice he/she hears over the phone. Because of this, it is important that the receptionist conduct herself in a professional manner to give customers a good first impression. Certain qualities and skills can help make receptionists better at the job and portray a positive image of the company.

How the receptionist carries out his or her duties and receives visitors can have a significant impact on the public relations of the organisation and can create either a positive or a negative corporate image.

**Telephone Etiquette**

Is the way you use **manners** to represent yourself and your business to customers via **telephone** communication. This includes the way you greet a customer, your body language, tone of voice, word choice, listening skills and how you close a call.



### Activity

1. What is customer service?

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2. List **three** levels of customer service.

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3. Why customer service is important?

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4. Explain telephone etiquette.

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THE END 😊