

# PENANG SANGAM HIGH SCHOOL

## YEAR 11

### OFFICE TECHNOLOGY

#### WORKSHEET 19

#### LESSON NOTES AND ACTIVITY

<b>STRAND</b>	OT 11.3 Office Administration
<b>SUB-STRAND</b>	OT 11.3.2 Customer service
<b>LEARNING OUTCOME</b>	<ul style="list-style-type: none"><li>• Explain public relations</li><li>• Explain main duties performed in an office</li></ul>

#### PUBLIC RELATION AND COOPERATE IMAGE

**Public relations** are the relationship between the public and the organisation. The receptionist and all other employees in your business are part of the image of the organisation. How the people in the organisation deal with customers/clients can give your company either a positive or negative corporate image.

#### **Creating a Positive Image**

There are some areas of importance required to create a positive corporate image. These areas include:

- The appearance of your reception area
- The personal appearance of people at the reception desk
- Customer service
- Positive attitudes
- How problems are identified and resolved.

#### **Receptionist Duties**

A receptionist performs many tasks, apart from answering the telephone and greeting callers at the reception desk.

#### Main Duties

##### **Dealing with visitors**

Customer/clients  
Sales representatives  
Business associates  
Senior management

##### **Operating Switchboard**

Receiving and screening incoming calls  
Handling enquiries  
Dealing with complaints  
Transferring calls  
Making outgoing calls  
Taking and passing on messages

### **Other Probable Duties**

- Scheduling appointments
- Typing correspondence
- Controlling incoming and outgoing mails
- Controlling office supplies
- Typing envelopes and labels
- Receiving and sending documents by courier service
- Filing documents

### **Directing Customers**

In order to effectively direct customers the receptionist should set rules such as the following:

- Customers should not wait for more than 5 minutes.
- People with appointments to be served at the appointed time.
- All telephone calls to be attended to promptly
- If the telephone rings whilst serving a customer, politely request him/her to wait while you take the call.
- Call the appropriate department for referral of the customer.
- Do not attend to **other duties** if customers are still waiting to be served.

### **You should always use positive attitudes when dealing with customers/clients.**

Listen very carefully to what customers and internal personnel say to you, because this:

- Prevents misinformation
- Saves time
- Avoid confusion
- Improves the attitudes and morale of the work group
- Enables the needs of customers to be accurately processed.

There are **five** types of active listening you should use.

**Non-verbal** – non-verbal listening is giving the customer your whole attention, smiling and nodding to indicate that you understand what he or she is saying.

**Encouraging** – you should use verbal encouragers. Use the customer's name often. Always let the customer finish what he or she is saying.

**Showing empathy** – empathising is putting yourself in the other person's position and understanding his or her point of view.

**Clarifying** – in order to clarify a situation, you should ask questions. Use both open and close questions.

**Open questions** is when you want the customer to explain or discuss an issue, begin your questions with: “*How, Why, When, Who, What, Where*”

**Closed questions** – is when all you want is a yes or no answer begin your questions with: “*Did, Can, Have, Do, Will, Is, Would*”

### **Activity**

1. What are the three main duties of a receptionist?
2. How you can create a positive image in an office?
3. Explain the difference between open and close question.

THE END