

PENANG SANGAM HIGH SCHOOL

YEAR 11

OFFICE TECHNOLOGY

WORKSHEET 20

LESSON NOTES AND ACTIVITY

STRAND	OT 11.3 Office Administration
SUB-STRAND	OT 11.3.2 Customer service
LEARNING OUTCOME	<ul style="list-style-type: none">• Identify the three types of visitors• Explain the basic customer needs

TYPES OF VISITORS

There are **three** types of visitors to the office and all should be treated with importance.

- 1. Those expected with appointment**
 - Customers transacting business
 - Representative from other businesses
 - Applicants for jobs.
 - International visitors
- 2. Those expected without appointment. (Regular Customers)**
 - Couriers making deliveries and collection
 - Maintenance and service workers
- 3. Those not expected without appointment**
 - People making enquiries about the product or service provided
 - Customers making complains

Basic Customer Needs

When handling customers you will want to make sure that you meet, his/her needs. There are four basic customer needs. A customer needs to feel:

- Welcome
- Understood
- Important
- Comfortable

Regardless of what industry you're in or what kinds of products and services you sell, your customer is the most important part of your business. Without the customer, you don't see any sales.

Feedback - Asking key customers for feedback on specific interactions and engagements to understand how the business can improve its processes, products and customer service.

Outlined below are some suggestions that can help you meet a customer's basic need.

WELCOME	UNDERSTOOD	IMPORTANT	COMFORTABLE
<input type="checkbox"/> Be friendly	<input type="checkbox"/> Listen carefully	<input type="checkbox"/> Refer to customer	<input type="checkbox"/> Offer a seat
<input type="checkbox"/> Greet warmly	<input type="checkbox"/> Repeat for clarity	<input type="checkbox"/> by name	<input type="checkbox"/> Explain what or
<input type="checkbox"/> Introduce yourself	<input type="checkbox"/> Rephrase unclear	<input type="checkbox"/> Ask open -ended	<input type="checkbox"/> who to expect.
<input type="checkbox"/> Use a positive	<input type="checkbox"/> Items .	<input type="checkbox"/> questions	<input type="checkbox"/> Use open body
tone	<input type="checkbox"/> Confirm understanding	<input type="checkbox"/> Answer questions	L language
		<input type="checkbox"/> Thank customer.	Show concern

Handling Customers from Different Cultures

When receiving customers from another country, or those that come into Fiji and do not understand the three languages used in Fiji (English, I-Taukei and Hindi) you should remember the following:

- If English is not the first language of your visitor, you should speak more slowly emphasizing on keywords. Do not speak too slowly or loudly, or shout at your customers.
- communicate in a more formal and polite way
- Try to be helpful, friendly and understanding

When receiving customers who are physically impaired, it is important that you treat them as you would treat any other customers to the office. However, in instances where help is required, render it promptly and remember the following:

- Do not speak down (underestimate) to the customer.
- For visually impaired visitors you may be required to guide them around the office.
- Be polite and respectful.
- Be friendly, helpful and understanding.
- Ensure that their needs have been met.

Activity

1. What are the four basic customer needs?

2. List and explain **three** types of visitors to the office?

3. Explain the term **feedback**.

THE END 😊