

Is the client king and if so, so what?



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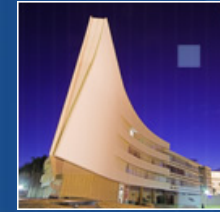
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Customer/client service



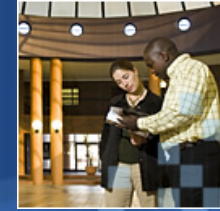
- Customer service is an organisation's ability to consistently meet and exceed the needs and expectations of its customers.
- Expectations:
 - We created them ourselves
 - Past experience
 - Technology: convenience, customisation, choice
- Redefine expectations.
- *“Resisting change is like trying not to breathe. If you succeed you die.”*

Why?

- Good customer service is good business
 - Competition
 - Quality management
 - Revenue
 - Position
 - Value



What?



- Service starts long before a transaction takes place and continues after its completion (Malcolm Peel)
- Key to effective customer service lies in the extent to which the total activities of a company are brought together as an inter-related and interdependent system
 - Environmental
 - Sensory
 - Interpersonal
 - Procedural
 - Deliverable
 - Informational
 - Financial
 - Organisational culture

What? (Continues)



- A client judge a service by the following factors:
 - Reliability
 - Responsiveness
 - Assurance
 - Empathy
 - Tangibles
- What knowledge does our staff need:
 - Technical skills
 - Client knowledge
 - Attitude
 - Interpersonal skills

How?



- Strategic plan/Vision/Strategies/Action plans
- Image
- Culture
- Customer driven systems
- Market research
- Staff: training, attitude, ownership
- Marketing
- Technology
- Measurement

To do

- Questionnaire
- 3 things I can do on Monday to improve customer service
- Video



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