CLIENT SERVICE: YOUR CLIENT WILL DECIDE

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AIM

• To challenge your mental model about client service
WHAT IS CLIENT SERVICE?
• “all activities which bind a corporation and its clients together . . .”
• ‘client service is the ability to provide a service / product in the way that it has been promised.”
• “client service is about treating others as you would like to be treated yourself.”
• “client service is the process of taking care of our clients in a positive way.”
• “client service is an organization’s ability to consistently meet and exceed the needs and expectations of its clients.”
WHY IS CLIENT SERVICE IMPORTANT?

• Competition
• Quality management
• Revenue
• Position
• Value
WHAT SHOULD WE DO?

• Create a High Performance Work System (HPWS)
• HPWS represents an interrelated and aligned set of core characteristics, including involvement, empowerment, trust, goal alignment, training, teamwork, communications and performance-based rewards.
HIGH PERFORMANCE WORK SYSTEM (HPWS)

Client satisfaction

Work environment
Staff perceptions
Client perceptions
Client satisfaction
HIGH PERFORMANCE WORK SYSTEM (HPWS)
HOW WILL WE KNOW IF WE DELIVER GOOD CLIENT SERVICE?

• The client will decide.
• Any service is judged on
  – Reliability
  – Responsiveness
  – Assurance
  – Empathy
  – Tangibles

So …… ask the client.
CONCLUSION

• Client service is action, quality management and philosophy.
• It is not only the responsibility of the front desk staff.
• It is not only interaction between people, but the whole environment plays a role.
• It consists of tangibles and intangibles.
• The client will decide if you are successful.
TIME TO REVISIT YOUR DEFINITION
A client defines good client service as how he/she perceives if the whole organization has delighted him/her, by exceeding his/her needs and expectations.
BIBLIOGRAPHY


Thank you!

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