

# Client service - not for the faint hearted



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**Presented by Hilda Kriel**

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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.
- *“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)
- Latest theory is that quality customer service blossoms in high performance work systems (HPWS)
- HPWS represents an interrelated and aligned set of core characteristics, including involvement, empowerment, trust, goal alignment, training, teamwork, communications and performance-based rewards.  
(Scotti, D.J. 2007)

# High Performance Work System (HPWS)



# What? (Continues)



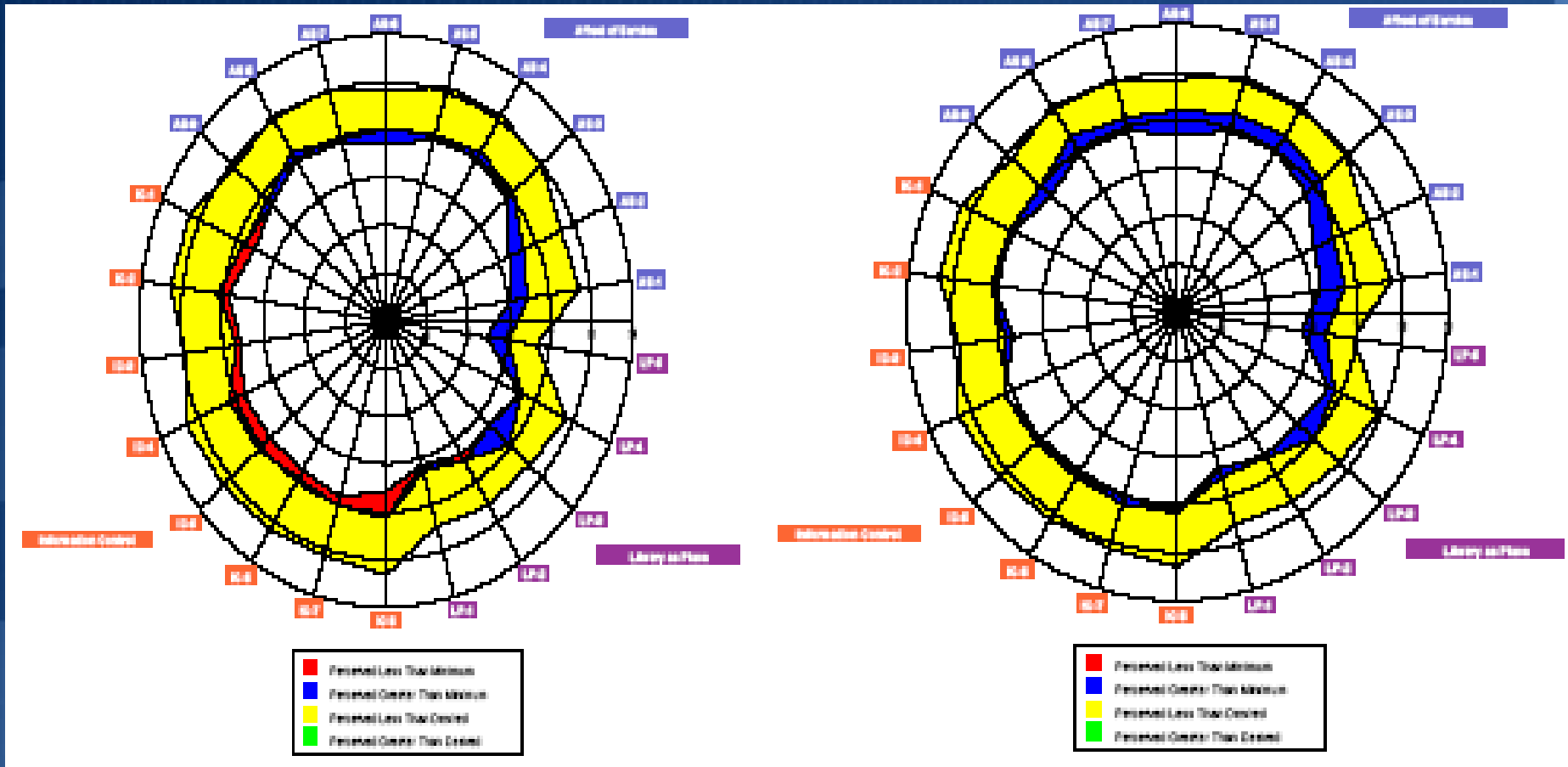
- A client judge a service by the following factors:
  - Reliability
  - Responsiveness
  - Assurance
  - Empathy
  - Tangibles

# How?



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

# Postgraduates Radar Chart

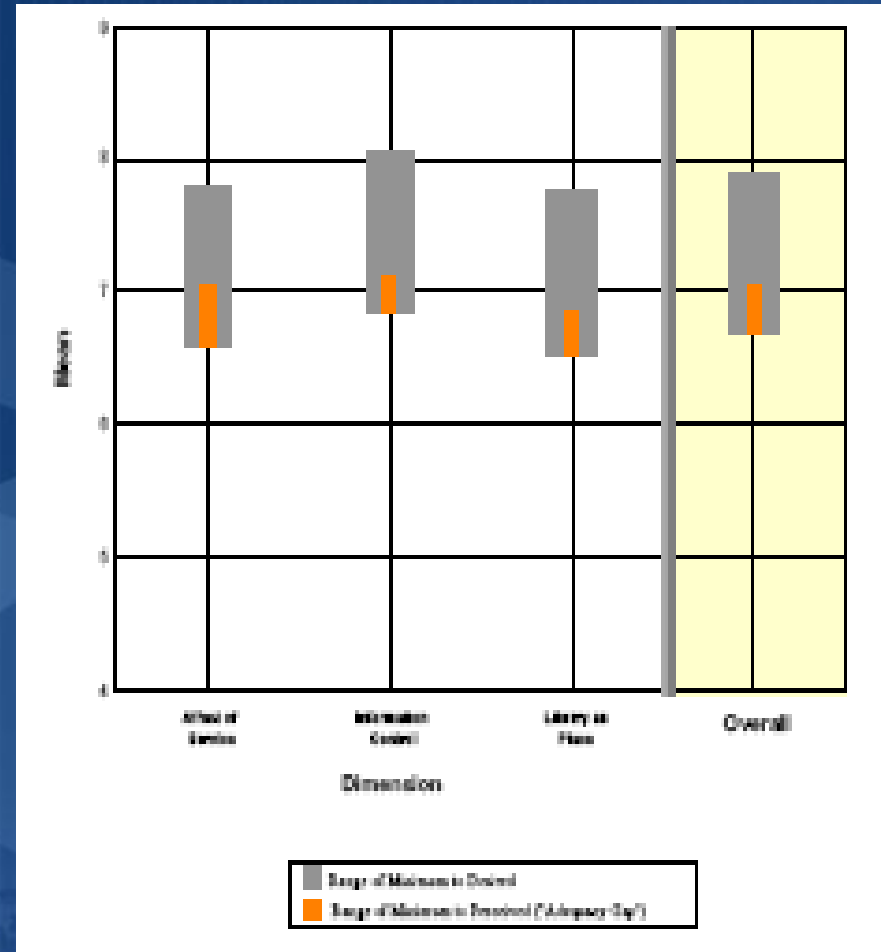
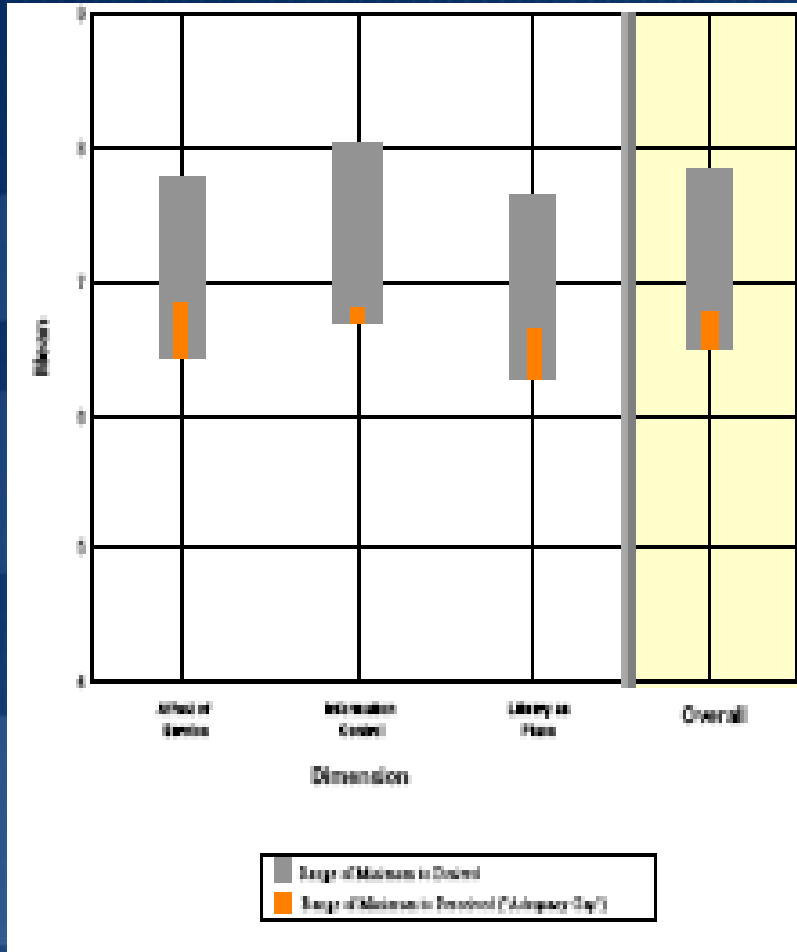


2005

2009



# Overall Gap Analysis



# To do

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





# Bibliography

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- Hong, M. & Bassham, M.W. (2007). Embracing customer service in libraries. *Library Management* 28 (1/2)