Is the client king and if so, so what?

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Presented by
Hilda Kriel
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
Reference list: