

الفصل الثامن عشر

Customer Service

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Customer Service

Customer:

- Client
- Consumer
- Recipient
- Beneficiary
- Receiver

Customer:

Is a person or group or organization or community or society:

- Seeks a good or a service.
- Has a good or receives a service. Customer:

Customer:

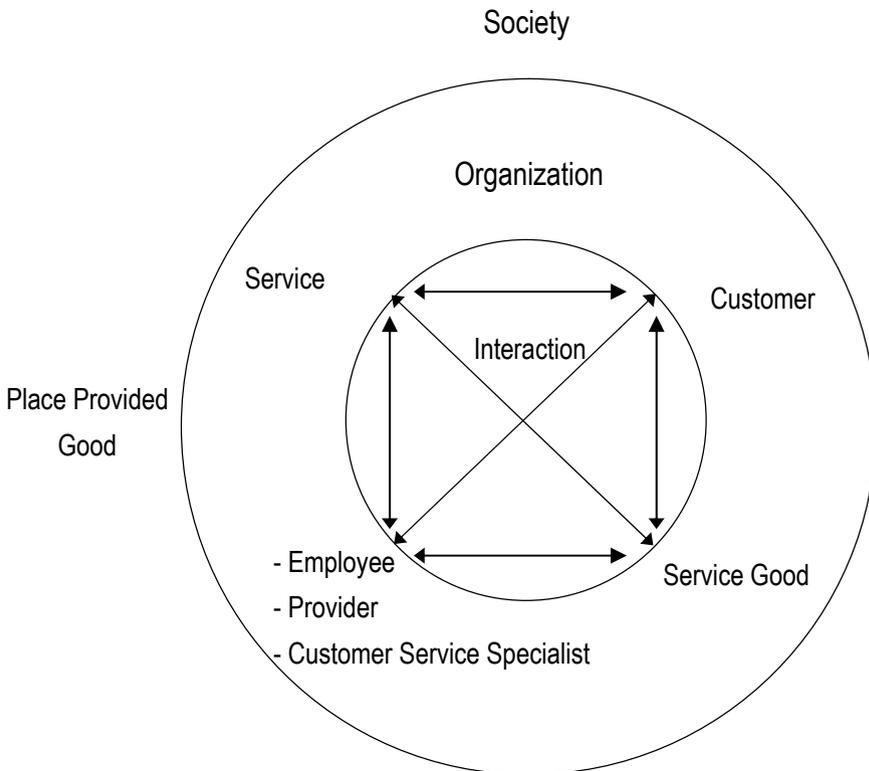
- internal customer (employees)
- external customer (mass)

For Example:

- 1- Real Customer.
- 2- Expected Customer.

- 3- Government.
- 4- Other Organizations.
- 5- Competitors.
- 6- Public.

Customer Service Model



Service Excellence

The service dilemma: success and growth do not automatically translate into profitability. Does your "service" business really deliver value-added service for which customers are willing to pay a premium? Even if you command a premium, are you able to deliver high customer satisfaction and high profitability? If you are part of the service or support function of a product or manufacturing business, do you understand the value chain? Are you giving away too much or too little service? Will your customers pay for premium-level support? How do you find out?

Creating, managing, and growing the service-based firm or service function of a product company has evolved dramatically as services occupies a larger part of all developed economies. Corporate trends toward outsourcing and co-production have accelerated the need to understand how and why you make or lose money as a service firm or on service as a function or SBU. Many firms have found that where service is involved, growth does not always equal profitability.

The challenge in services is to manage a human resource-intensive business to deliver excellent service across the entire organization and to do so profitably. Growing any business demands a strategic and visceral understanding of issues such as customer satisfaction, segmentation, pricing, and customer loyalty. It also requires knowledge of operations, human resources, and technology for customer relationship management.

Sometimes the most attractive areas for growth are global markets, but entering these markets presents a new set of cultural, regulatory, and competitive challenges. In a time for tighter budgets, a rigorously designed service strategy can help you maximize the value of your organization and compete more effectively for the best customers.

Service Excellence:

Will help you design and implement an effective service strategy for profitable growth of your organization. Faculty from marketing and management provide current knowledge on diverse aspects of competitive strategy as they apply to the service function. Topics range from broad strategic issues such as achieving competitive advantage and addressing global markets, to the nuts and bolts of strategy such as loyalty programs, service guarantees, pricing, and other ways to generate profits.

Types Of Customers:

There are many of customers should deal with them, such as:

- 1- Passive customer
- 2- skeptical customer
- 3- Talkative customer
- 4- egotistical customer
- 5- Indecisive customer
- 6- Angry customer

- 7- Aggressive customer
- 8- Just looking customer
- 9- Snap-judgment customer
- 10- Dogmatic customer
- 11- Silent customer
- 12- Funny customer
- 13- Shy customer
- 14- Hurry customer
- 15- Old aged customer

What are Customers' Need from the Organization?

- 1- Good and proper price for goods.
- 2- Good and proper fees for services.
- 3- Quality goods.
- 4- Quality services.
- 5- Good or services available when needed (Availability).
- 6- Telling them the truth.
- 7- Giving them good information.
- 8- Having enough information.
- 9- Employees introduce respect for customers.
- 10- Safety.

Satisfying Customers' Needs:

According to Abraham Maslow, the needs that people are motivated to satisfy fall into a hierarchy. Maslow's theory not only classifies human needs in a convenient way but also has direct implications for managing human behavior In organizations.



Maslow's Hierarchy of Human Needs

You and Your Customer:

- 1- Listen him out.
- 2- Accept his personality.
- 3- News.
- 4- Understand his feelings.
- 5- Study his needs.
- 6- Win his loyalty.
- 7- Solve his problems.
- 8- Communicate with him.
- 9- Uniqueness.
- 10- Respect.
- 11- Fairness.
- 12- Confidence.

Human Relationships with Customers

- 1- Treat all your customers fairly and impartially.
- 2- Apologize or admit to customers when you were wrong.
- 3- Give customers credit where due.
- 4- Express genuine concern for customers problems.
- 5- Don't lie to customers.
- 6- Don't build false hopes for raises or advancement.
- 7- Don't swear at customers.
- 8- Don't fail to lead your customers.
- 9- Don't treat your customers like children.

10- Don't treat your customers in aggressive way.

11- Be polite to your customers.

Principles to Build and Sustain Good Relations with Customers:

- 1- Open and two communication.
- 2- Provide flexibility.
- 3- Recognize customers diversity.
- 4- Give customers constructive feedback on regular basis.
- 5- Listen to customers.
- 6- Be honest with customers.
- 7- Advocate for customers.
- 8- Respect customers, when clients feel respected, they will generally respect you and your organization.
- 9- Give customers opportunities to participate in some organization's processes (such as decision making).
- 10- Human relationships with customers.

Stage of Managing Customers' Relationships:

- 1- Assessment your customers.
- 2- Establishing service level agreements.
- 3- Ensuring delivery matches expectations.
- 4- Gaining feedback on implementation.
- 5- Evaluating effectiveness, and ensuring satisfaction.

Place/ Environment of Providing Services/ Goods:

- 1- Clean.
- 2- Enough.
- 3- Safe.
- 4- Proper Temperature.
- 5- Good ventilation.
- 6- Instructions are clear and written.
- 7- Proper walls color.
- 8- Waiting area.
- 9- Enough light.
- 10-
- 11-
- 12-
- 13-

Types pf Management & Customer Services

Reality	Result	Management
Disappointment	Customers will definitely not come back.	Traditional Management
Satisfaction	Customers might come back, but might try another service provider.	Total quality management.
Happiness	They will almost definitely come back.	6 sigma

Personal Preparation:

- 1- Dress (nice/style/comfortable).
- 2- Business kit, which the salesperson should always carry with him/her.

General issues include:

- Business cards.
- Company brochures, introductions.
- Product samples.
- Pen, paper, diary.
- Contracts, order forms.
- Etc.;

The objective Preparation:

- 1- Understanding customer.
- 2- Understanding the market.
- 3- Assessment customer's needs.
- 4- More knowledge about your own products and services.
- 5- Good personal preparation.

During The Interview:

- 1- Be prepared.
- 2- Be on time.
- 3- Greet your customer.
- 4- Shake hands.

- 5- Smile at your customer.
- 6- Keep continuous eye contact.
- 7- Accept a drink if it is offered.
- 8- First talk about general topics (such as: weather, traffic, sport, ...)

Price Objection:

The most well known objection is the price. The "YOU ARE TOO EXPENSIVE" statement in itself can hide different motivations:

It COULD MEAN:	SO THE CUSTOMER WANTS:	ACTION
The competition cheaper	<ul style="list-style-type: none"> • Some more benefits • A bit of a discount 	<ul style="list-style-type: none"> • Add Value
It's more bargain	<ul style="list-style-type: none"> • A little fight (dominant behavior) • Discount really • To reduce the price, because that is his/her job 	<ul style="list-style-type: none"> • Make sure that discount given has healthy pay back like immediate order • Option of coming again
I don't think I need it	<ul style="list-style-type: none"> • To get back to comfort zone and escape 	<ul style="list-style-type: none"> • Establish comfort zone
I can't afford it	<ul style="list-style-type: none"> • To get a cheaper product (go back to needs assessment) 	<ul style="list-style-type: none"> • Confirm if it is really a buying power issue

It COULD MEAN:	SO THE CUSTOMER WANTS:	ACTION
I can't make a decision	<ul style="list-style-type: none"> ● Some more convincing ● To consult with someone 	<ul style="list-style-type: none"> ● Ask who else besides him would be involved
I am not convinced	<ul style="list-style-type: none"> ● More convincing (needs are not revealed). 	<ul style="list-style-type: none"> ● Present a third party proof

Of course some objections, concerns, doubts, needs for clarification will remain and we have to answer them in accordance with the principles we agreed".