

Procedures For Delivering Customer Service

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One of the main values of any organization is to deliver excellent customer service. Henceforth, it is essential for the organization to deliver the best services to the customer in order to sustain them. However, some of the most important procedures to deliver the customer's services are elaborated as follows:

- Respond as quickly as needed because it is listed in the study of Ennew (2015) that one of the biggest frustrations customers face by being put on hold. So, it is to ensure the organization that they do not leave the customers waiting
- Customers love personalization; therefore, great interaction begins by knowing the needs and wants of the customer
- Think long-term for the customers as it is essential to building a customer for life. However, it is possible the keeping the customer happy

Interpersonal Skills That Are Required To Serve Customers

It is important for the organization to enhance the interpersonal skills of the employees in order to serve the customers. Thus, the required interpersonal skills are stated as follows:

1. Communication skills
2. Listening skills
3. Self-control
4. Conflict resolution
5. Empathy
6. Taking responsibility
7. Positivity
8. Humor

Policy And Procedures For Handling Customer Complaints

It is significantly important for the organization to implement the proper policies and procedures in order to handle customer complaints. However, the procedure for handling customer complaints is defined as follows:

- Thanks to the customers for bringing the problem into consideration and accepting the problem ownership by listening to the complaint carefully
- Be calm, helpful, and cheerful about issues and do not take them personally
- Record the complaint in detail and focus on the action consequences to deal with the issue
- Make sure that all the relevant facts have been gathered effectively in order to take the issue seriously
- Focus on the number of options in order to fix the problem and be quick and responsive to resolve the issue
- At last, following up with the customer is required to analyze customer satisfaction as the complaint was handled.

Example To Consider

A case of Teachers' Health Insurance is considered as an example. Teachers Health Insurance has been receiving a lot of complaints recently regarding the quality of its customer service. The manager has reviewed the complaints record over the past month and found various dissatisfaction areas that need to be resolved in an effective and profound manner

Nature Of The Complaint

The nature of the complaint is based on the following issues:

- The consultant has been facing the issue of explaining the policy details as they found it very confusing
- Nobody wants to be responsible for the customer's account
- The promise by the sales staff in order to promote the policies has not been fulfilled
- The office surroundings are not user-friendly

Steps To Resolve The Issue By Following Case Study Policies And Procedures

1. Record the complaint in detail and focus on the action consequences
2. Do not take it personally and think about the issue helpfully and cheerfully
3. Thanks, customers, for bringing the issue to a notice
4. Focus on the number of options in order to fix the problem and be quick and responsive to resolve the issue

Recommendation

- It is recommended to survey the customer feedback
- Focus concisely on understanding customer satisfaction
- To keenly find out the reason why the case is falling down
- Improve the services by amazing the customer
- Build the customer relationship in order to retain the clients

Plan Implementation

The implementation plan is based on the following procedure:

- Thanks to clients for bringing the issue under thought and acknowledging the issue of proprietorship by tuning in to the protestation precisely
- Be quiet, accommodating, and sprightly to issue and don't think about it literally
- Record the grumbling in detail and spotlight on the activity results to bargain the issue
- Make beyond any doubt that all the significant actualities have been accumulated successfully so as to consider the issue important (Han, 2015).
- Focus on the quantity of alternatives so as to settle the issue and be brisk and receptive to determine the issue.
- Follow with the client was required to dissect consumer loyalty as the dissension was dealt with.

Monitoring Action And Progress

The plan monitoring is needed to ensure the problem has been resolved according to the stated policies and procedures. The progress will determine the success of the implementation plan in an effective and efficient manner.

Part 2

The four examples of verifiable evidence that is used to review customer satisfaction are:

1. Survey the customer
2. Understand the expectation
3. Find out the falling point
4. Assess the competition

Question 2

Part 1

Organizational and legislative requirements may affect business operations

Organizational Requirement incorporates the following:

1. The organization's strategic plan
2. Policy documentation to focus on the linguistic and cultural diversion
3. Proper job description formation

Legislative requirement incorporates the following:

1. Ethical practices
2. Care guidelines representing the access, equity, and confidentiality
3. Guidelines for occupational safety and health

Part 2

How you deliver a service to customers

The prompt services are provided on the basis of the proper implementation plan that meets organizational and legislative requirements

A rapport has been established with customers by means of effective communication

Customer complaints are handled sensitively and courteously by having a quick response to the issue

Complete assistance is delivered to customers by focusing on the following:

- Record the protestation in detail and spotlight on the activity outcomes
- Do not think about it literally and consider the issue supportively and happily
- Thanks, clients to acquire an issue notice
- Focus on the number of alternatives, keeping in mind the end goal to settle the issue and be fast and receptive to determine the issue

The opportunities to promote and enhance customer service are:

- Improve the services by amazing the customer

- Build the customer relationship in order to retain the clients
- Focus concisely on understanding customer satisfaction
- To keenly find out the reason why the case is falling down

Part 3

Customer satisfaction with service is reviewed by means of assessing the competition, surveying the customer and understanding the expectations

The opportunities to promote and enhance customer service are

1. Improve the administration by astounding the client
2. Build the client relationship with a specific end goal to hold the customers
3. Focus compactly on comprehending consumer loyalty
4. To definitely discover the reason why the case is tumbling down

Procedural aspects of service delivery monitoring are done by means of:

1. Proper evolution process
2. Monitoring the issues
3. Identifying the cause
4. Defining the alternative
5. Action plan
6. Measuring the desired outcome

The customer feedback is evaluated in order to know about the circumstances and how quickly and responsively the information has been handled

Recommendations

- It is recommended to survey the customer feedback
- To enhance the service creditability
- To retain the customers by granting complete satisfaction

Part 4

Interpersonal skills that are required to serve customers

It is important for the organization to enhance the interpersonal skills of the employees in order to serve the customers. The interpersonal skills required to serve the customers are stated as follows:

1. Communication skills
2. Listening skills
3. Self-control
4. Conflict resolution
5. Empathy
6. Taking responsibility
7. Positivity
8. Humor

This skill helps the organization to communicate effectively and efficiently with the customers in order to analyze the situation to satisfy the customer by providing the best possible solution. This helps the organization retain its customers.

Question 3

A case of an unhappy customer

John stands up to greet one of his angry clients with a sweet smile on his face. The client was angry as John's organization failed to make on-time delivery. As a result of this, the client was not able to demonstrate products, and the client lost an important sale. John tries their best to cope with the situation but fails to do so, and the client leaves the organization in an angry mood by vowing not to work with John's organization anymore (Blut, 2015).

Establishing an effective and rapport communication

It is the important task of the employees or managers to deal with an unhappy and angry client. It is never an easy task. However, in order to save the situation, it is required to know how to deal calmly with the situation and, more importantly, to communicate effectively to deal with the issue. It is important to deal with the difficult customer in a positive aspect in order to maintain a better relationship with the client.

How to deal with an angry customer

John's organization must incorporate the following techniques to satisfy the customer:

1. Adjust the mind according to the stated scenario of the client in order to focus on the client and situation effectively
2. It is essential to listen actively to what customers are complaining about in order to find an effective solution
3. Be patient and handle the situation calmly. It will help to communicate effectively with the

clients; the stated problem will be resolved.

4. Be empathic towards the client and apologize for the inconvenience faced by the client for not having an on-time delivery.
5. Present a solution to the client by correcting the information
6. After having an agreement on the solution, it's time to take immediate action. For this concern, it is required to explain every single step in detail to the client how the problem is fixed
7. In the last, use the feedback strategy in order to minimize the risk of facing such a situation again

Recommendations for improving service delivery

Some of the proposed recommendations are stated as follows:

It is always a challenging task to deal with the difficult and angry customers. Therefore it is recommended to handle the situation effectively. This is because handling an effective situation will enable organizations to improve the relationship and also help to identify future opportunities.

It is recommended to listen actively and participative to the problem and work profoundly to solve the problem in a limited timeframe. For this purpose, it is recommended to stay empathic and cooperative in order to resolve the issue (Sengupta, 2015).

It is recommended to the organization to make the client happy by specifying the solution. However, if the organization is not sure about fixing the situation, then it is the duty of the organization to communicate with the client by granting them the power to propose some solution to the existing problem.

It is recommended to the organization to ensure the level of satisfaction in customers, and it is possible by keeping the customer happy with how precisely the situation has been resolved.

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