

Task 2:

Induction part two – Understanding customer expectations

To complete this task you will be looking at your own expectations as a customer of other organisations. You will also consider your role in meeting the expectations of customers within your own organisation.

When completing this task, you will:

- name an organisation you have high expectations of
- name an organisation you have low expectations of
- consider how these expectations might be changed.

Key terms

Customer expectations – the benefits that a customer expects an organisation's products or services to deliver.

Customer needs – something that customers must have as part of a product or service for them to purchase it. For example, a customer needs a lamp to adequately light the area intended.

Customer wants – something that customers think would be 'nice to have' as part of a product or service, but is not necessary for them to purchase. For example, a customer might want to choose the colour of a lamp.

Equality laws – the Equality Act 2010 legally protects people from discrimination in the workplace and in wider society. It replaced previous anti-discrimination laws with a single Act, making the law easier to understand and strengthening protection in some situations. It sets out the different ways in which it's unlawful to treat someone. Before the Act came into force there were several pieces of legislation to cover discrimination, including:

- Sex Discrimination Act 1975
 - Race Relations Act 1976
 - Disability Discrimination Act 1995
-

External customer – someone outside the organisation who buys or receives products or services. External customers, except customers of organisations in the public sector, often have a choice, and if they don't like your product or service they can take their business elsewhere.

Internal customer – can be a colleague, another department or a distributor you provide products or services to, which are used to create a deliverable for the external customer. Usually, internal customers don't have a choice of suppliers because they will be required to use the organisation's own products or services.



Task 2:

Induction part two – Understanding customer expectations

Relation to the standards

To complete this task you will consider your own expectations as a customer of other organisations and your role in meeting the expectations of customers of your organisation. As part of this task you will be working towards demonstrating the following skills, knowledge or behaviours:

Knowledge:

By completing this task you should be able to:

- explain the difference between internal and external customers in the context of your organisation
- describe the specific needs of different customers, including those protected under current equality law
- explain when and how to adapt service approach to meet the needs and expectations of customers.

Skills:

By completing this task you should demonstrate personal organisation skills in managing your workload and planning the completion of these tasks to meet your deadlines.

Behaviours:

By completing this task you should be working towards showing you can recognise customer needs and expectations, as well as knowing how to use this information to treat customers as individuals and provide a personalised experience.

Distinction

As part of working towards distinction level, the Customer Service Practitioner standards require you to be able to explain the:

- importance of building good customer relationships to the organisation
- difference in the way internal and external customer relationships are managed
- importance of balancing the needs of both the organisation and its customers.



Task 2:

Induction part two – Understanding customer expectations

Preparatory activities

1. Research and list the protected characteristics covered by the Equality Act.

Task 2:

Induction part two – Understanding customer expectations

2. Identify the needs and expectations of customer types listed in the table, and explain how you would adapt your service to meet them.

Customer type	Needs	Expectations	How would you adapt your service?
Different nationality			
Elderly			
Different religion			
Parent with baby			

Task 2:

Induction part two – Understanding customer expectations

3. Why is building good customer relations important to your organisation? What would be the consequences of getting this wrong?

4. Why is it important to balance the needs of an organisation and its customers?



Task 2:

Induction part two – Understanding customer expectations

Knowledge application

List **one** internal customer and **two** external customers of your organisation that you have experience of dealing with. Explain how their needs and expectations differed.

Internal customer:

External customer 1:

External customer 2:

How does your management of external customer relationships differ from your management of internal customer relationships?



Task 2:

Induction part two – Understanding customer expectations

Identify the different types of customers you deal with in your customer service role and consider how their needs and priorities differ.

Types of customer	Needs and priorities

Explain the expectations your customers have when they first come into contact with your organisation. What is your role in ensuring these expectations are met? Explain any company procedures you may have to follow. For example, observing data protection laws etc.



Task 2:

Induction part two – Understanding customer expectations

Think about a time you had a **really great** experience as a customer. Describe all the factors that made it such a good experience. Think about the organisation's representative and discuss:

- the communication they used
- what knowledge they demonstrated
- which behaviours they demonstrated
- which skills they demonstrated.

What do you think it would take for you to **lower** your expectations of the organisation you discussed in the previous example? Consider whether one bad experience would be enough, or whether you would overlook their failures because of your previous experiences.

Task 2:

Induction part two – Understanding customer expectations

Think about a time you had a **really terrible** experience as a customer. Describe all the factors that made it such a bad experience. Think about the organisation's representative and discuss:

- the communication they used
- what knowledge they failed to demonstrate
- which behaviours they failed to demonstrate
- which skills they failed to demonstrate.

What do you think it would take for you to **raise** your expectations of the organisation you discussed in the previous example? Consider whether one good experience would be enough, or whether it would take a lot more to change your mind because of your previous experiences.

Task 2:

Induction part two – Understanding customer expectations

Using your examples of good and bad customer experiences, work out and write down a series of rules you could follow to ensure you meet customer expectations:



Task 2:

Induction part two – Understanding customer expectations

Learner reflection

Complete the learner reflection detailing what you have learnt from carrying out the task, how you will make use of your learning in your work and which skills you still need to develop.

Learner reflection

Mentor/trainer/employer feedback

Learner signature: _____

Date: _____

Mentor/trainer/employer signature: _____

Date: _____

