

Task 11:

Providing a customer-focused experience

To complete this task you will look at the way you use available information to establish the needs and expectations of your customers. You will also look at the importance of gaining customers' trust so that you are able to deliver a customer-focused experience.

When completing this task, you will need to:

- explain what a customer-focused experience is
- explain how you can establish the facts in a situation
- look at a number of facial expressions and gestures and identify what they might tell you about a customer's mood
- describe how an organisation can build trust with customers
- suggest how your organisation could do more to deliver a customer-focused experience and build trust with customers
- complete case studies to explain how you would deal with a customer concern or complaint.

Key terms

Customer focus – an organisational attitude in which all aspects of producing and delivering goods or services are informed by the best interests of the customers.



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Relation to the standards

You can deal with customers face to face, by telephone or in writing. The way you establish the facts and build trust with customers to create a customer-focused experience will differ depending on the situation. In this task, you will consider the way your organisation creates a customer-focused experience.

As part of this task you will be working towards demonstrating that you have the following skills, knowledge or behaviour:

Knowledge:

By completing this task you should be able to:

- explain how an understanding of the facts can be used to create a customer-focused experience
- explain how to build trust with customers, and the importance of doing so.

Skills:

By completing this task you should demonstrate that you can use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations, and achieves positive engagement. You should also demonstrate that you understand the customer's point of view.

Behaviours:

By completing this task you should be working towards showing that you can uphold the organisation's core values and service culture through your actions. You should also be working towards using communication behaviour that establish clearly what each customer requires, and manages their expectations.

Distinction

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

- explain how to respond to customer needs and requirements positively.



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Preparatory activities

1. In your own words, and using specific examples, explain what a customer-focused experience might be.

2. A key part of providing a customer-focused experience is dealing effectively with customers who need help or who have a complaint. Describe a simple process you could follow in most situations to establish the facts when faced with a customer needing help.



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3. Look at the images below. Imagine you were faced with customers showing these facial expressions or examples of body language. Underneath each image describe the behaviour and mood you would expect from this customer.

mimagephotography/Shutterstock.com



Amazingmikael/Richard M Lee/Shutterstock.com

CREATISTA/Shutterstock.com



Peter Nadolski/pathdoc/Shutterstock.com

Asier Romero/Shutterstock.com



Asier Romero/Halfbottle/Shutterstock.com

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4. Describe **three ways** in which an organisation can build trust with their customers.

a)

b)

c)





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Knowledge application

Using examples, describe how trust is built with customers within your organisation.

Recommend **one way** in which your organisation could do more to increase customer trust.

Describe how your organisation delivers a customer-focused experience.

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Now think about an organisation of which you are a customer. Describe how it provides a customer-focused experience.

Is there anything you think your organisation could learn from this other organisation in terms of providing a customer-focused experience?



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You might be dealing with customers face to face, via written communication (eg letter or email) or via the telephone. When handling customer concerns by phone, you have only tone of voice and carefully chosen words to help you, because obviously the customer cannot see what body language you are using.

If you deal primarily with customers via the **phone**, think about asking your tutor, mentor or another learner to telephone you and role-play the following scenarios. Ask them to act as the customer, and think about recording your conversation. Afterwards, reflect on how the call went and see if the other person has any useful feedback.

Scenario A

The customer is angry over a failed appointment or delivery. They have taken time off work and waited in all day because your organisation said that the delivery or service call would be happening today. It is now 4.30pm, no one has arrived and no contact has been made. The customer is insisting on receiving the delivery or service today or they will demand compensation for their lost wages.

What facts do you need to establish? How will these facts help you give a customer-focused response?

How do you think the customer feels?

How could you respond in a way that builds trust with the customer?

How might the organisation have handled the situation differently?

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Scenario B

A customer calls to complain that they were told that all calls were free and that they had unlimited internet access when they signed up for a new mobile phone contract with your company. However, their first monthly bill is showing charges for calls to phones on other networks and for downloading music. These charges are correct, and the customer has clearly misunderstood the information they were originally given. They are not particularly computer literate, and are thoroughly confused over what they should be charged for.

What facts do you need to establish? How will these facts help you give a customer-focused response?

How do you think the customer feels?

How could you respond in a way that builds trust with the customer?

How might the organisation have handled the situation differently to ensure the customer understood the information they were given?

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Scenario C

The customer's first language is not English. They are worried that they have not received a bill for their electricity usage since moving into their house eight months ago. They are concerned that their electricity might be cut off for non-payment, or that the bill will be very high when they finally do receive it.

What facts do you need to establish? How will these facts help you give a customer-focused response?

How do you think the customer feels? Did they understand your response?

How can you respond in a way that builds trust with the customer?

How might the organisation have handled the situation differently?



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The following scenario has been left blank for you to write about one of your own experiences.

Scenario D

Describe the situation you faced, or what the customer concern was:

What facts did you need to establish? How did these facts help you give a customer-focused response?

How do you think the customer felt?

How did you respond in a way that built trust with the customer?

How might you have handled the situation differently?

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Customer concerns may also be received by email or post. Draft a response to the customer letter below.

Mr H Wilson
10 Downley Street
Brentford

Brentford Town Council
Town Hall
Brentford

18 November 2016

Dear Sir/Madam,

I am writing to express concern over the refuse collection service provided to this part of town. When the weekly collection of household refuse was replaced by a fortnightly collection of non-recyclable refuse and a weekly collection of recyclables, we were assured that this would not lead to an increase in litter in the street or the number of rodents in the area.

In reality, the neighbourhood now resembles a war zone, with dustbins and recycling bins left all over the place, rubbish blowing through the streets and mothers afraid to leave their babies outside for fear of rat-bites. Any request to the men carrying out the rubbish collection asking that they put the bins back neatly is met with a torrent of abuse.

This situation is intolerable, and I look forward to hearing the steps you will be taking to rectify the situation.

Yours faithfully
H Wilson

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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: