



BRENTWOOD
OPEN LEARNING COLLEGE

Assignment Cover

Student Name:	Nuttanicha Casey
Student Number:	11462
Course:	Certificate in Customer Services (level 1)
Assignment NO:	1

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where appropriate.

What is Customer Service

Assignment 1

1. What is customer service ?

Customer service is the way you treat people who support company. these can be paying customer (External customers) or staff members (Internal customers). The customer's perception of that service is what bring them back to you for repeated service. Great service is what they cite when they send referrals to you.

People who provide good customer service (regardless of the nature of their business) earn psychological benefit in addition to any rewards offered by their company. If you are unhappy in your job , take an objective look at the kind of service you are giving. In most case , your job satisfaction mirrors the satisfaction people feel when doing business with you. Giving poor service is a way of beating up on yourself.

2. Explain critical element of customer service.

The six critical element of customer service are :

- 1) A customer service focus
 - Service is a philosophy - not a department, a program or a policy.
 - Service means meeting, not exceeding, customer expectations.
 - Service is not always natural, automatic, or coincidental.
- 2) Defined within your organisation
- 3) Given life by the members of the organisation
- 4) Be a problem solver
- 5) Measure it
- 6) Reinforce it

3. Outline some ways of meeting Customer's Expectation

Each customer want to be treat like they are your only customer. They know that isn't true, just as well as you do, but they still want that kind of attention. A service oriented philosophy says that you are there for your customer

Six ways to meet your customer's expectations.

- 1) If the phone is ringing make sure someone answer it. if no one available, then a voice prompt will suffice. people appreciate talking to people when they call to get service.
- 2) When customer enters your premises, greet them as though you are happy to see them. Don't leave someone standing awkwardly.
- 3) Be present for your customer. your body language and tone of voice, whether you are on the phone or in person, need to let your customer know that you want to be there and you are please to serve them.
- 4) Be polite. There is no excuse for bad manners. Your customer will not forget rudeness, even when they are being difficult.
- 5) Pay attention to the details. if you promise something, make sure you deliver. Wow them by being on time and remembering all of the required pieces.
- 6) Always thank your guest. There is a lot of competition out there, so your goal is to retain your customer, not send them on. even if you are providing a service they cannot get somewhere else, be thankful for there attention and business.

4. What are the important step of creating a personal vision?

you want o feel like you are getting more out of life, then we recommend that you set a personal vision statement. this will then help you set short and long term goals, which should influence your daily plan. every one should know what they want from life and to have a plan to get there. you can think of it like a pyramid:

Step One: Identify Your Values

Step Two: Define Your Values

Step Three: Put It All Together

5. Why creating a personal vision statement is important?

Help to keep focused on priorities and make adjustments as they are needed, by doing so gives you something concrete to refer to and help to keep you on track.

6. How can we set goals using SPIRIT?

Each objective should be broken down into several small, achievable goals that will help you get where you want to go. Good goals should have SPIRIT!

Student Statement:

By submitting this assignment, I confirm that this is my own work.

Student Signature	nuttanicha casey	Date	16/10/2017
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	

