



6

EMERGING ENTREPRENEUR COURSE

MODULE 6 **CUSTOMER CARE**



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Implemented by:



06 – Customer Care

- *What is good customer care (principles + practices)?*
- *Why is customer care important (benefits/ consequences)?*
- *What is a product (if applicable) and/ or a service (different types)?*
- *Meeting the customer's requirements.*

Notes to the EDP

General Note to EDP

All coaching of the EE's should be based on the:

- coaching methodology you have been trained in, and
- procedure(s) you have been given on the structure of the session.
- procedure(s) you have been given on the administration of the session.
- documentation that has been supplied, and instructions on how to use them

As the EDP, you are required to use your previous learning and knowledge, as well as your discretion and innovative ideas to supplement what you are coaching to the EE

Key

In the documents for the EDP Facilitator's File and the EE Working File, you will see that different lines are used to visually represent certain documents/ items/ activities. These are:

Line style	Refers to:	Purpose
	Reference document	Are generally completed once, and are kept for referring back to. [These could become working documents if needed for action.]
	Working documents	Templates , notes, etc. (relevant to the EE's situation). The EE has to understand, complete and use working documents to support learning and action situation.
	Evidence	Any template that has been completed for evidence purposes, notes by the EE or EDP (re. EE's response) or items required for evidence. Copies (or photo's if applicable) are kept by both the EDP and EE.
	Templates	These are blank documents that are supplied to the EE for completing information.

Assessment (evaluation)

Assessment (evaluation) in relation to EEs consists mainly of evaluating evidence that EEs produce while learning and carrying out business activities, i.e. it focuses on the practical application of acquired knowledge and skills in the context of the business operation. The learning material lists the required evidence and briefly indicates the expected quality.

Assessment focusses on evaluating to what extent/ how successfully an EE:

- acquires relevant business knowledge and skills
- integrates and applies the knowledge and skills to bring about improvements in the way the business is organised and run

Assessment takes place throughout the training period. If business activities are of a regular or on-going nature, EDPs should also evaluate whether the EE carries them out consistently over the remainder of the training period.

In this module we are going to learn more about the following:

6.1 The customer, improving customer care

- a) What is good customer care (principles + practices)?
- b) Why is customer care important (benefits/ consequences)?

6.2 The product/ service

- a) What is a product (if applicable) and/ or a service (different types)?
- b) Meeting the customer's requirements.

6. Customer Care

6.1 The customer, improving customer care

a) What is good customer care? (principles + practices?)

A customer is defined as “someone who pays for goods or services” – but a customer is actually MUCH, much more! Customers are what keeps your business alive. A customer is special, and a satisfied customer is one of the greatest assets your business can have, just as an unhappy customer is one of the greatest liabilities that your business can have.

How can you treat your customers so that they feel as if they are “always right”?

- Smile, and be very polite.
- Listen to the customer, make an effort to give the customer what he/ she came for – help the customer, and he/ she will buy.
- Know more about the product than the customer does.
- Tell the customer your name and make it easy for the customer to deal with you.
- Acknowledge the customer’s presence and show the customer that you care about/ are interested in him/ her.
- Don't treat the customer as if he/ she is an interruption/ a nuisance, and don't waste the customer's time.
- Offer alternatives if you don't have what the customer is looking for.
- Offer high quality and low prices.
- Be honest and keep your word – do what you say you're going to do, e.g. call the customer when his/ her order is ready.
- Keep the customer informed – for example, if he/ she is waiting for the answer to a price query, say something like “Sorry to keep you, we will have that price in a moment”.

b) Why is customer care important (benefits/ consequences)?

So, who are your customers? They are a group of people who have needs and wants. If your product/ service can meet those needs/ want, they are people/ businesses who:

- will buy from you
- might buy from you
- will/ might tell other people to buy from you

If a business doesn't have customers, it doesn't have anything. If we're lucky, a satisfied customer might tell one other person about his/ her experience.

An unsatisfied customer could easily tell 10 or more people, and those people will not come and do business with you!

- Good customer care means more business – and more profit!
- Bad customer care means less (or no) business, and no income!



To take good care of your customers remember these two tips:

- 1) How you would like to be treated if you are a customer in someone else's business? Treat customers better than you would like to be treated.
- 2) How you would NOT like to be treated if you are a customer in someone else's business? Make sure that you DO NOT treat customers like that.

6.2 The product/ service

a) What is a product and/ or a service (different types)?

- A product** is something that is tangible - an item that can be seen, handled and used. When a customer purchases a product, he/ she becomes the owner of the product/ item.
- A service** is a non-tangible equivalent of a product – an activity/ work task is carried out by a person (or group of people). It benefits another person (or other people), for payment.

When a consumer pays for a service, the consumer does not take ownership of the service.

Providing a service is an activity that does not result in the customer owning something.



*If you buy a lawnmower, you are buying **a product**.*



*Mowing the lawn for someone and being paid for it, is **a service**.*

b) Meeting the customer's requirements

Customers expect certain things when they go into a business (based on their needs and wants. These are the customer's requirements.

In order to meet customer requirements, you need to know what those requirements are. In order to find out, ask your customers:

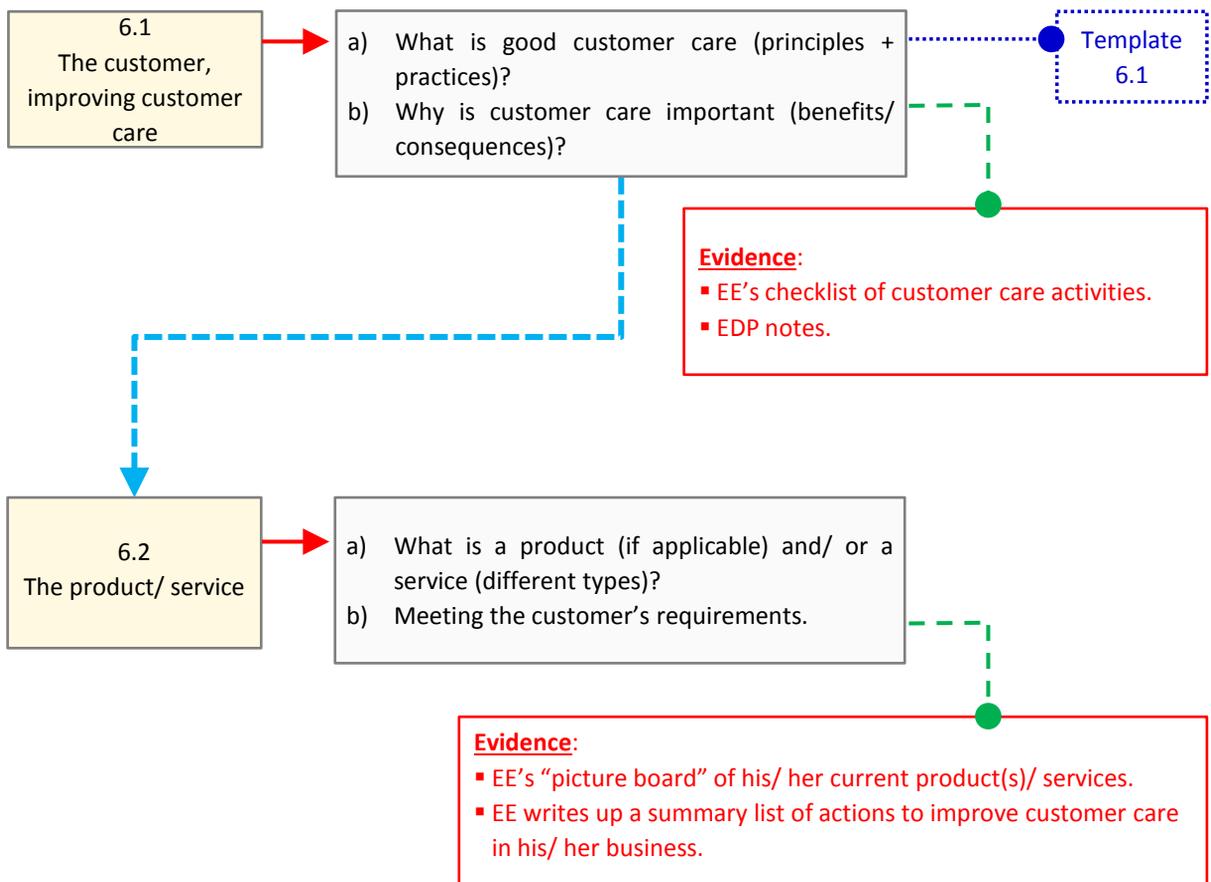
- What their requirements are?
- If they are being met and if not;
- Ask the customer what they think you can do to make your service to them better.

Some of the most common customer requirements include:

- Fast, efficient and accurate service.
- High quality products at a competitive price.
- Friendly, courteous, helpful service .
- The business owner (and employees) can provide information and answer questions about the business and its products/ services.
- Prompt responses to their inquiries.
- Enough stock to meet their needs.
- A clean facility.



Overview of Topics



Topic 6.1: The customer, improving customer care

Customers are what keeps a business alive – unhappy customers = no business. In this topic, the EE is introduced to customer care – what it is, why it is important, and types of customer care activities that can be done in a business. The EE identifies customer care activities that he/ she carries out in the business.

Topic 6.2: The product/ service

In this section, the EE further builds on customer care. The EE finds out more about product(s) and service(s) – what they are, and different types (broadly speaking) of products and services. The EE determines what types of products/ services are offered by the business, and what actions can be carried out in his/ her business to improve customer care.

6. Customer Care

6.1 The customer, improving customer care

What is this topic about?

In this section, you will coach the EE about the importance of Customer Care and the impact that good/ poor customer care can have on his/ her business. It is important to coach the EE so that he/ she takes ownership of customer care, based on his/ her understanding of:

- Principles of customer care.
- Practices of good customer care.
- Impact on business by unhappy customers.

- (a) What is good customer care (principles + practices)?
- (b) Why is customer care important (benefits/ consequences)?

Template 6.1
Customer Care Checklist

The EE is required to:

- Role play what happens if a customer is not happy – e.g., if you (EDP) are an unhappy customer.
- Give an example of a situation in his/ her business where they lost money, or missed an opportunity to make money because a customer was not happy.

By using the coaching and questioning methods you have been taught, guide the EE to the point where he she is able recognise:

- That he/ she did not “take care of” the customer, and;
- How he/ she would do it differently now.

Evidence:

The EE is required use Template 6.1 as a checklist of the customer care activities that he/ she does/ will do in his/ her business.

Evidence:

You are required to make notes about the information that the EE demonstrates and narrates during the coaching session, and the feedback that you give the EE.

EDP
Notes



What did we cover in this topic?

Once this section has been covered, you and your EE need to look back and discuss the following: [Write down the information on the Coaching Session Summary.]

- Look at, and summarise what you covered in the session/ topic.
- Look at what you and the EE have in hand in terms of information, templates, notes, etc.
- Identify any areas where some remediation may be necessary, and what is going to be done.
- Discuss and agree what is going to be done for the next session/ topic.
- Summarise the evidence that is required/ has been done



A large empty rectangular box for taking notes, with a yellow sticky note icon in the top-left corner.

6.2 The product/ service

What is this topic about?

Continuing on from the previous topic, coach the EE (through questioning and feedback) to think about and “list” his/ her products and services based on:

- Customer “wants” and “needs”.
- Customer Care improvements + actions that they can do in their business , thereby;
- Making their product/ service more desirable to customers.

- (a) What is a product and/ or a service (different types)?
- (b) Meeting the customer’s requirements.

Using the coaching and questioning methods you have been taught, coach the EE to the point where he/ she is able recognise (and “make the connection” between):

- What are (different types of) products (if applicable to his business) and/ or services, and;
- Meeting the customer’s requirements.

Evidence:

The EE is required to:

- Make a “picture board” of his her current product(s)/ services.
- EE “rates” how much the customers like the product - write a number 1 – 5 next to each product/ service.
- Add pictures of products/ services that could meet customer’s requirements (get more customers)/ encourage existing customers to buy more).
- Compile a plan of workable actions he/ she will do to improve how he/she “takes care” of his customers in his business.

EE
Notes

Evidence:

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EDP
Notes



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Notes