



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.*

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:

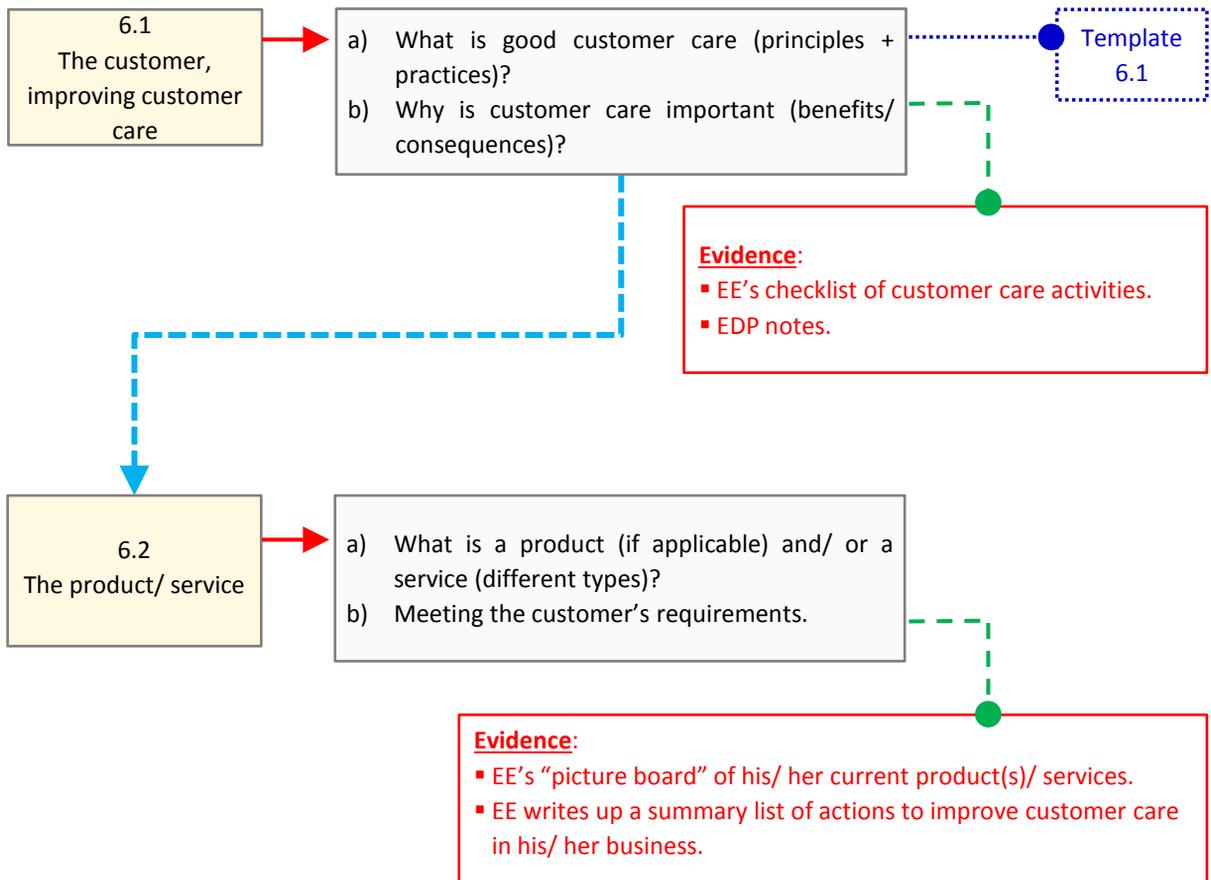
- What their requirements are?
- If they are being met and if not;
- Ask the customer what they think you can do to make your service to them better.

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.

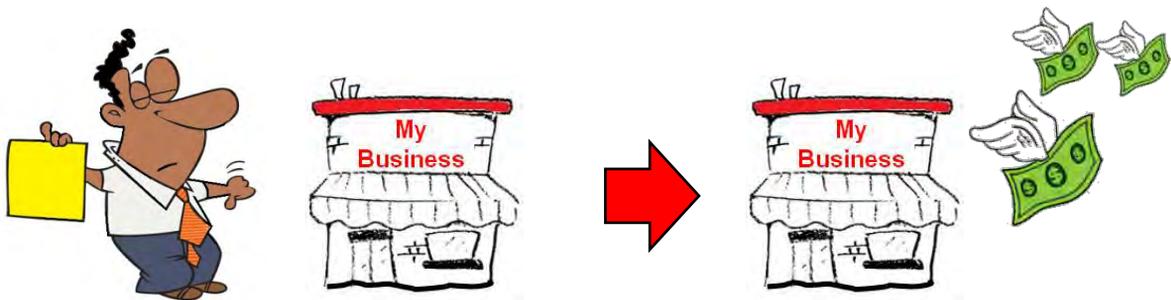
Topic 6.2: The product/ service

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.



My example:

Give an example of a situation in your business where you lost money, or missed an opportunity to make money because a customer was not happy (where you did not “take care of” the customer). Explain how would you do it differently now.



What did the customer say and/ or do?	What did the you say and/ or do?	What would you say/ do differently?



Use Template 6.1 as a checklist of customer care activities that you:

- Currently do in your business.
- Will do in your business.

(You may add customer care activities that you do in your business if they are not listed)

Keep your completed checklist in your working file for look at the information again.



What did I learn about “taking care of my customer”? [Make your own notes]:



What action(s) am I going to take in my business to apply what I have learned about “taking care of my customer”? [Make your own notes]:





Example Picture Board

Picture of product/ service

Rating of product/ service



3



What am I going to do (actions I can take)?

Write up a summary of your list of workable actions to improve how you “take care” of customers in your business.

Look at your picture board exercise again. What will you do about a product(s) or service(s) that your customers really don’t like?

Customer Care ACTION	What I will need/ do	WHEN?
		
		
		
		



What did I learn about “the product/ service”? [Make your own notes]:



What action(s) am I going to take in my business to apply what I have learned about “the product/ service”? [Make your own notes]:



My
notes