

DIGITAL SKILLS AND RESEARCH METHODS

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My report will be based on a relevant and appropriate topic showing evidence of a use range research methodologies and understanding of effective and ethical data collection and interpretation.

This report is based on Customer service

Before I proceed I will like to define the term customer service: customer service is defined as the provision of services to customers before, during and after transactions, Customer Service is a vital aspect of keeping existing client relationships which is fundamental to maintaining the revenue, as a result many business organisations have worked assiduously to up the levels of their customer satisfaction. The personnel are the ones' saddled with the primary responsibility to interact directly with the customers that consequently builds the customers opinion of the entire company.

The understanding of the success of such interactions is based on employees "who can adjust themselves to the personality of the guest". Dealing and interacting with members of the public as customers desire better customer assistance, better conflict resolutions approach, and assisting customers in an efficient and professional way, and also answering inquiries are all integral parts of customer services. Customers' satisfaction is very vital to every organisation, industries, manufacturers, and retail outlets, they all try to propagate a solid customer services as a fundamental base.

Business cannot flow freely without a better customer service base, customer's satisfaction is of great significant and imperative, customer service can enable you to build trust and establish mutual loyalty. A Firm operating good customer services can always add to their profit margin of any business outfits, that is another fundamental reason why it is genuinely important to keep your customers satisfied and happy having brought them in because the cost of bringing in new customers, by far, out weights the cost of retaining the customers already won over.

Why Customer Service is very important.

Constantly the business climate evolves. Businesses and Personnel's who can re-strategize and reposition themselves survives, those that cannot maintain the status quo falls apart. This can appear like a big simplification but is reality none the less. Today's market environment is advancing at a speed that is considered very unprecedented.

The way of conducting business activities has changed tremendously due to the emergence of internet as a business tool; the Internet has shaped the way business activities are conducted globally at present, Considering why the use of internet is seen as very vital in the conduct of present day business transactions, in the past the practice was the transaction of business in certain territories where a certain interest are known to conduct their business activities. This practice could be as a result of the product or services the companies provides or due to operational bureaucracy but the most popular reason cited for limited resources was, their inability to reach as many people in the world as they would have love to do in a cost-effective manner. Each company has a limited amount of competition as a result of the limited territories at their disposal. Similar businesses situated within the area that known to their contemporaries and each could be observed for their activities, sales and other issues. In short, if you were ‘‘on the ball you would not be taken by surprise and your business interest jeopardised. The internet provides a level playing ground for all categories of business, businesses of all shapes and sizes to compete on equal footing irrespective of their of location. Technologies such as internet, fax, telephone and e-mails have contributed immensely to elevate the way we do business. Seeing to the needs of the customers and placing their satisfaction high on our priority list has all benefited from the emergence of modern technology. Service providers can easily interface through the use of modern technologies, service providers can receive and deal with customers need promptly and more efficiently, conflicts are received and also resolved very amicably, ensuring that customers’ needs are met by service providers. Customers’ satisfaction should be considered paramount, the customers getting what they want, feeling happy and fulfilled is should be seen as a mutual success. At the end of the day the day the customers are happy, the service provider is also happy for customer satisfaction.

(Goodman, Seth, (2013). How To Make Your Customers Love You. Amazon Books.pp.9-14

Successful Customer Service

Success is not achieved instantly rather over time, but in terms of customer service the place to start is with the ambiance that is felt as a customer walks into a business or a company, they come for a need and to meet the needs is the purpose of the establishment. The customer is to be put at ease as they enter, everything from the colour scheme used to decorate, the music played in the background and the way items are presented so that they can be located play a part in the success the customer will feel. The ambiance created as they walk in needs to create a feeling of familiarity as they wonder looking for what they seek however how effectively the store is organised, aids in the search for the product that they desire, is of the upmost importance.

A clean, simple and orderly place makes their search faster and efficient as well as increasing their like hood to come again or to even purchase more.

The way something is presented to you effects how it is received and judged, so the first step is attention to detail and pinpoint presentation. Despite all of this, there will still be somewhat of a struggle to finding things no matter how effective a system and its guides may be, which therefore means that the customer will require help of some kind, the people on the floor as the next point of contact.

They should greet the customer with kindness and sincerity, they need to show that true element of care as within that instant the customer can tell what kind of establishment, they are in by the people they employ. Once judgement has been made about how the shop makes them feel, the customer then places judgement on the quality of care shown to them in time of need, so the attitude of the employee has to show signs of willingness to help. They are saying 'the customer is always right' is cliché but true as what they need is what they should be given despite how hard the struggle may be.

The first initial moments that you encounter with a new face can solidify or break any preconceptions you previously had about the place of work, it is very easy for a customer to sense the kind of person they are dealing with from the offset in the way they reply to their queries. Lack of compassion, sincerity and diligence doesn't bode well for the shop.

Therefore the second step is great interpersonal skills and people interactions found in employees. Another but highly overlooked part to successful customer service is the quality of the product when the customer has eventually found it; this is the biggest impact on how likely the customer is going to purchase the product if the last few points had no effect to their judgement.

Everything from the colours, the way it feels, the finishing and if it is still intact all play a part in how much the product is worth that the customer took their time to find it, if what they see isn't matched by the effort put in or the knowledge that they had previously acquired on it, the service they looked to find is ruined- what you put into something is what you get out of it; without putting effort to make sure the items stocked are of a high standard you won't reap any of the benefits.

The service that is advertised needs to be provided. The next step is making sure that what you are selling is worth being brought. Finally, the customer is at the checkout ready to pay and the last face they are greeted with is of a person lacking spirit a person who just doesn't care about what they are doing or who they are selling the item to. This is the last interaction the customer will make with the shop, the defining moment in which they will give over their money or not, they are to be sent off with a smile on their face as the cashier showed a care in the life of the customer in those fleeting moments; each customer should be sent on their way feeling accomplished and empowered knowing that they had made the right choices every step of the way.

Meaning the last face that they should see is someone who embodies the brand and all it stands for, they should be left knowing that the business they have walked out of makes them feel good. Customer service may be defined as the help given by a company to those that buy/use its products or the service it provides but truly it is all about how the customer feels from start to finish, it is the whole experience every single detail should induce as feeling of comfort in which they can come there repeatedly and feel the exact same way as they did when they first encountered the place, they may come back for what it provides but unconsciously how they feel towards everything about the company as a whole determines their actual response to how good the product is. Successful customer service should combine only what genuine, pleasing and acceptable.

How to deliver better customer service

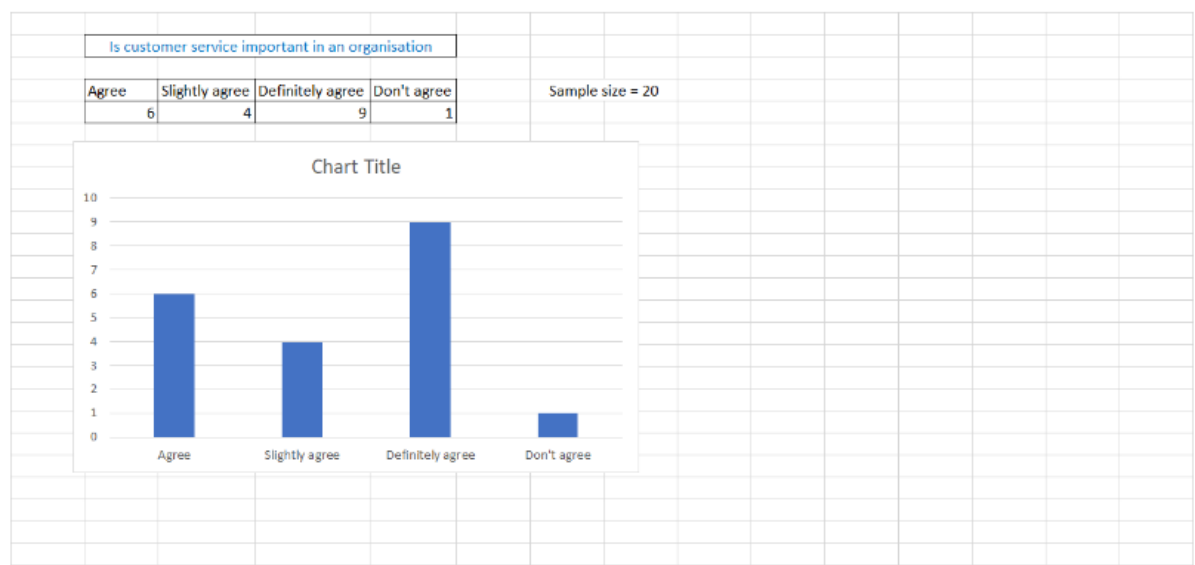
The importance of service delivery to customers cannot be overemphasised. Poor customer service is usually caused by a lack of customer focus. Nowadays, the saying that customer is always right has gone out of the window, many businesses are mainly interested in the profit that their business makes, so are either bored or bothered by the customers to whom they should be serving. It is difficult and does not make sense that they can treat the very customer that supports their business in the manner they do, and fail to get it that without the customer that they will cease to function.

When there's a lack of customer service it is usually caused by a lack of customer focus, for businesses to improve service delivery, there are ways they can better serve customers. Businesses would strive as soon as they can strengthen their business service skills, by ensuring that customer service commitment is a big part of each and every employee's goal. The team would need to be patient, empathetic, consistent, adaptable, communicate clearly, and have excellent work ethic, knowledgeable and thick-skinned.

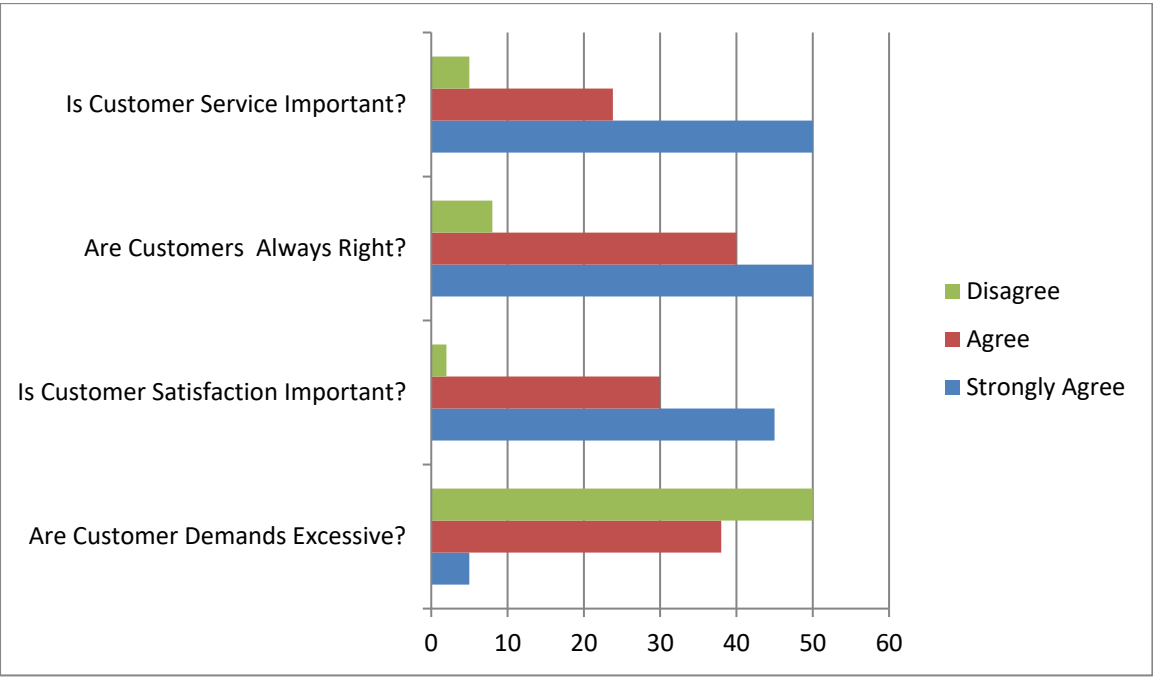
The team would at all times be prepared to adapt to the ever-changing customer needs. Be prepared to manage irritable customer behaviour of all sorts. Businesses must improve on their customer interactions, by making it a goal that the team stay positive, ensure to listen and communicate clearly, and must be quick in responding to customers without spending too much time with an individual. Whereby a customer feels dissatisfied by any chance, the team must make sure the customer feels heard, identify a common ground, make sure the issue stays fixed and that your customers were satisfied with the service. Get personal, if need be sending an email, or even a feedback survey is an excellent way to let the customer know you're still on their side. To further buttress the relevance of customer service and how vital it is to the continuous healthy existence of any business organisation, I embarked on both on both Primary and secondary data collection methods.

Methodology

Primary



Secondary Data Collection.



Conclusion:
Having taken the time exhaustively to analyse various perspectives of Customer Service and it’s relevance to the satisfaction and retention of customers, it is very clear that the importance and relevance to the satisfaction of the Customer to any business organisation cannot be over emphasised.

References

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