

UNIVERSITY OF WALES TRINITY SAINT DAVID LONDON
BA BUSINESS MANAGEMENT

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COMMUNITY ENGAGEMENT
ASSESSMENT 02
REFLECTIVE EVALUATION

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1.0 INTRODUCTION of Customer Service Skills & Techniques

Customer Service means answering all questions to Customers. Customer service depends on relationship between Customer and Service Officer. Customer service is not only a face to face discussion but also over the phone conversation, Indoor or Outdoor conversation between the Customer and Service Officer. Customer service is the best part of the business. Because what type of the business depends on the Customers. Therefore, Customer Satisfaction is the main priority in the Business. Then Customer Service Officers must provide an excellent Customer Service to Customers.

Excellent Customer Service means answering any questions to Customers, solving the customer problems with using correct Customer Service skills and techniques. Excellent Customer Service Includes five sessions such as Welcome

Discussion

Solving

Treat

Thank



2.0 Customer Service Skills and Techniques

Clear communication skill- Customer Service Officer must use very good language skills to discuss with Customer. Whatever the language, it must be clear **Understandable**. Customers don't want to know about Officer's life story or Officers don't need to ask about Customer's private life. Officers must care about the **Positive Language Abilities**. Communication skills include a huge area such as **Speaking style, Pronunciation style, Language translating skills, Positive words...etc.**

Body language- Body Language includes **Pretty Smile, facial Expressions, Feeling Confident and Acting Skills**. But over body language is not suitable for Customer Service Officers.

Knowledge of the products and services- Knowing the products and services inside and outside is the more important. Customer Service Officer Must know the **Qualities, Features, Benefits** and everything about the products and services in the Business.

Time Management Skill- Customer Service Officer have a responsibility to manage customer's time as well. Because no one like to waste time. In this skill, **Listening Skill** is more important to improve. If Customer Service Officer hasn't a perfect Listening Skill, Customer need to explain his problem again and again. Then time wasted. Waiting crowd full in the office.

Friendly Manner- Friendly Manner is more important to Customer Service Officers. But too much friendship is not good. Friendly manner depends on Officer's **Pretty Smile, Welcome, Responsiveness, speaking Style, Positive attitudes...etc.**

3.0 COUSTOMER SERVICE SKILLS EXPLANATION ROLE PLAY

ROLE PLAY EXPERIENCES

In my role play, I was ready for that since a week. I found out the lots of information about Customer Service. I used alternative resources to find information about Customer Service. I prepared a power point slide show to explain. Also, I dressed according to my role play.

At the very beginning, I welcomed my audience and introduced myself. Then I presented my slide show presentation to explain introduction. At that time, I explained about differences between Customer Service and Excellent Customer service. I explained everything very smoothly. I used my facial movements and body language to my presentation. My eye contact went to each other. I used my freedom to my presentation and I think I used my space very well. After my introduction, I moved to my role play session.

I needed to explain differences between Excellent Customer Service and Bad Customer Service. I invited to my class mate to act as a Customer. First time I acted as a bad customer service agent. I didn't welcome to the customer. I asked some of personal life questions from my customer. Ex: Are you married? I didn't listen to my Customer. Ex: My customer needed know some information about the mobile phones. But I tried to sale a mobile phone to him. I didn't know the products in the business. Ex: I didn't know the features or facilities in the mobile phones. That's why, I tried to tell about my personal ideas. It was not good. Because no one don't need to know Customer Service Officer's personal ideas. My answers and my questions were not clear to Customer. I got angry with the Customer. Finally, I spoke to Customer in a bad way.

Second time I tried to act as an Excellent Customer Service Officer. First, I welcomed my customer and listen his problem. Then I supplied good answers for Customer. I didn't waste Customer's time. I used my body Language, Smile and my Facial Expression. I spoke well with the Customer. I asked some questions very smoothly and it was understandable to Customer. Finally, Customer happy about my service and he thanked to me. I also asked about the feedback and thanked him. I gave some of pamphlets to Customer about products and services in the Business.

4.0 PEER EVALUTION ROLE PLAY FEEDBACK

Mrs. Mary March gave a feedback to role play. She was very happy with the role play presentation. She recognized my talents and things to be upgraded. She was satisfied about the Customer Service Skill role play and my explanation. As per her observation, the explanation was very clear and good introduction. But something I must improve to be excellent. Presentation was excellent as per her. She had mentioned, my role play practical demonstration is very skill full. I used my body language, facial movements, eye contacts and every acting skill to do role play session. That's why, the role play session was very interesting she said. In both my role play, I maintained an excellent and clear conversations between Customer and Customer Service Officer as well she mentioned. As per her, the conclusion also excellent and I used to role play activity to carry out the presentation. Finally, she commented me, the presentation was very creative and well prepared. She was very grateful about the slide show presentation.

Another audience member gave me a feedback to the role play. Mr. Dushan mentioned on his peer evaluation role play form as, the roleplay introduction was excellent. It was great understandable and well explained. Power point slide show helped him to understand the introduction of the Customer Service. As per him, the presentation was good, and conclusion was excellent. The conclusion of the role play was well played. Finally Mr. Dushan commented me about the presentation. He was very happy with the presentation and explanation was very well. As per him, I prepared well for the performance. My sound, speaking style were excellent.

They both mentioned, my role play performance was excellent. But I must maintain the introduction more. If I used any options to ask some questions from audience, that might be excellent more they said. I worked at Dialog Axiata PVT in Sri Lanka. I had a one and half year customer service experiences in there. I was the deputy Customer Service Officer in my office. I advised my other officers and trained new Customer Service Officers. The Controlling and Managing customer is the best way to excellent customer service.

5.0 RELATIONSHIP BETWEEN THEORY (KOLB'S CYCLE) AND ROLE PLAY

ACTIVE EXPERIMENTATION

I needed to explain the differences between Excellent Customer Service and Bad Customer Service. That helped to understand Customer Service Skills and Techniques very well. First role play session presented a Bad Customer Service. At that time, the Customer and Service Officer hadn't a good relationship. Customer didn't satisfy with the service. Customer got angry with the agent. I used my body language over. Officer blamed to Customer. Officer didn't know about the product. Didn't welcome, didn't thank to Customer. The theory shows what skills must improve to do Customer Service. Therefore, first **Active Experimentation** was successful.

Secondly, I acted as an Excellent Customer Service Agent. I Used every Customer Service Skills and Techniques to my presentation. My second role play included Welcome, Listening, Discussion, solving and thank. I tried to do such an **Active Experimentation** about Customer Service Skills.

CONCRETE EXPERIENCE

The experience was very good. Everyone enjoyed the role play. In the role play situation, I tried to perform customer service skills. I used my Body Language, Eye contact, Communication skills, Facial expression to my presentation. I also learnt lot of things from my presentation. Everyone listened to my performance. I got lots of **Concrete Experiences** from my presentation.

REFLECTION OBSERVATION

After the role play, I moved to the audience to ask some questions. I asked about the role play and the difference between Excellent Customer Service and Bad Customer Service. They everyone answered very well. That means, audience have had a full attention to the role play. After the role play, the Supervisor and other students gave me the form of their **Reflection Observation** about the roleplay.

ABSTRACT CONCEPTUALIZATION

I focused on the topic of Customer Service Skills in every time. I talked about the skills of Customer Service and How can improve the skills. Power point slide show helped me to introduction of concept. I did the role play to explain my **Abstract Conceptualization** very attractively.

6.0 conclusion

By writing this report I have got vast knowledge about organizational analysis and reflective evolution. Further It gave me the experience about personal skill development, Self-Management, Communication and Team Work. Also, I understood how the reflective evaluation affects to each organization. This report gave me many finding and understanding about role play skills, presentation skills, my weak points and strengths as well. I mentioned Customer Service Skills and Techniques. I completely cure this report and unit will help me to my future business.

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