



Ethiopian TVET-System



customer contact works support LEVEL-II

Based on August 2012GC Occupational standard

Module Title: Acting Customer Contact

TTLM Code: EIS CCS2TTLM 0919 V-1

This module includes the following Learning Guides

LG01:Preparing for customer contact

LG Code: EIS CCS2M01 LO1-LG-01

LG02:Providing responsive and quality service in response to customer queries

LG Code: EIS CCS2M01 LO2-LG-02

LG03:Arranging provision of a product or service

LG Code: EIS CCS2M01 LO3-LG-03

LG04:Managing customer contact

LG Code: EIS CCS2M01 LO4-LG-04

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This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Preparing for customer contact
- Providing responsive and quality service in response to customer queries
- Arranging provision of a product or service
- Managing customer contact

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, **upon completion of this Learning Guide, you will be able to:**

- Prepare for customer contact
- Provide responsive and quality service in response to customer queries
- Arrange provision of a product or service
- Manage customer contact

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described in number 3 to 7
3. Read the information written in the “Information Sheets 1” to “Information Sheets 4”
Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
4. Accomplish the “Self-check 1” to “Self-check 4” on page 10 , respectively
5. Ask from your trainer the key to correction (key answers) or you can request your teacher to correct your work. (You are to get the key answer only after you finished answering each Self-checks).
6. If you earned a satisfactory evaluation proceed to “Next Information Sheets”. However, if your rating is unsatisfactory, see your trainer for further instructions
7. Submit your accomplished Self-check. This will form part of your training portfolio.



1.1. Studying product or service details

Obtaining and studying product or service details relating to customer contact

Products vs. services

Every economy in the world is made up of a combination of products (goods) and services.

Products (Goods)

- Products (Goods) are physical, tangible things we produce. We can touch or handle them. People buy or sell and eventually consume them. We can store and transport goods. Examples of goods, including your cooker, microwave, washing machine, and dishwasher, your TVs, computers, Smartphone, furniture, and water taps are also goods.
- Anything you can touch, which we manufacture, extract from mines, or produce from farming are

Product knowledge

In order to give a high standard of customer service, you have to develop a sound knowledge of the products and services offered by your organization. There are several ways to develop product knowledge:

- ✓ attending training sessions organized by the organization
- ✓ reading the product information brochures supplied by then manufacturer
- ✓ reading articles in trade magazines
- ✓ using the product yourself
- ✓ asking customers for feedback on the product or service
- ✓ reading the information posted on the organization's Internet site

Developing good product knowledge includes:

- ✓ knowing what the product is used for
- ✓ whether it is manufactured in Ethiopia or imported
- ✓ delivery information: methods used for delivery (courier or post) and delivery charges
- ✓ any special operating conditions for the product
- ✓ Understanding how the product can benefit the customer, is it what they are looking for?
- ✓ Knowing whether the organization offers something that their competitors do not, is this product available from other companies or is it made by your organization?
- ✓ checking for any special offers offered by the organization, a discount may be offered for bulk buys, for example



- ✓ Being aware of payment options. Does your customer have an account? Do they pay by cheque? Does the organization accept cheques?
- ✓ Product availability. Is the product in stock or will there be a delay in delivery while the product comes from overseas?
- ✓ Installation arrangements. Does the organization have a tradesperson who will install the product?
- ✓ availability of service contracts

What are services?

Services are the non-physical, intangible parts of our economy, as opposed to goods which we can touch or handle.

Services are activities that other individuals, companies, or government departments do for you.

When you book a hotel room, flight, or vacation, the booking agent is providing a service. You cannot touch or handle that booking, i.e., the booking is an intangible thing, it is abstract. You cannot store or transport that booking.

Each public service that the government provides is for its citizens. Examples include the police force, armed forces, ambulances, paramedics, and the fire brigade. Also, healthcare (in most of the advanced economies) is a service, as are public broadcasting, urban planning, and waste management.

Services, such as banking, education, medical treatment, and transportation make up the majority of the economies of the rich nations. They also represent most of the emerging nations' economies.

Means of Customer contact may include:

- email
- face-to-face
- facsimile
- internal, external and outsourced customers
- internet
- letter
- telephone

1.2. Studying prepared call/contact guides or scripts

What call scripts are?

A script is a written guide produced for agents to assist them with call handling. While they have traditionally been printed booklets

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A call script is a written script entailing correct wording and logic aids, assists an agent in handling a contact. Call scripts guarantee consistency across the call center and allow agents to act more naturally and listen to customers as they know they don't have to worry about remembering what to say next.

What is a customer service script?

The use of a script will give uniformity to the calls that take place in your call center. Especially in reference to customer service scripts, one of the main benefits is to promote consistency across the call center.

Call/contact guides or scripts may relate to:

Placing Calls

In placing calls, your manners begin before the other person even answers with the number of rings you allow. The polite thing to do is not hang up before at least five or six rings. It's very irritating to run from whatever you're doing to grab a phone call, only to find the caller has already hung up.

When placing calls, there are three things to keep in mind:

- **Identify yourself.**

Unless you're talking with a family member or close friend who knows your voice, give your name. If someone other than the person you're calling answers the phone, use something like, "Hi, this is Telila . May I please speak with Ato Beyene?"

- **Ask if it's a good time to talk.**

If you expect your call to last more than a minute or two, ask if you're interrupting something. If you say something like, "Are you in the middle of something? I can call you back." this shows that you are considerate of their time.

- **Keep messages brief. .**

If you want to leave a message for someone who's not available at the moment, keep it short. It's inconsiderate to expect whoever answers to write down a lengthy message, unless it's an emergency.

When you dial a wrong number, simply apologize. Don't say something like, "What number is this?" Instead, use something like, "I'm so sorry. I must have misdialed. I was

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trying to reach +251 22-836-4553. Never hang up without saying anything when you dial a wrong number, as this is a basic discourtesy.

Answering Calls

When answering the phone, "Hello" remains the most common greeting. Knowing what not to do on the phone is quite important.

Try to avoid the following:

- Asking "Who is this?" If the caller hasn't observed the common courtesy of stating her name, you can ask politely, "May I ask who's calling?" or "May I tell her who's calling, please?"
- Saying "Wait a minute" and keeping the caller waiting while you run off. If the call comes in at an inconvenient time, it's okay to say, "I'll call you back in a few minutes." Just be sure you honor your promise.

Call flow (Calls in Progress)

Once on the phone, try to keep it short. Most people are protective of their time, and it can be quite irritating to speak with someone who takes a long time to get to their point. Even friends with plenty of time on their hands will likely appreciate this. Only in situations where they offer something like, "I'm enjoying catching up so much I could talk all day!" would it be appropriate to talk as much as you like.

Guidelines for good conversation apply to phone calls as much as face-to-face conversations. Speak clearly and avoid shouting. This is important to point out because many people unconsciously raise their vocal volume when on the phone. Don't focus just on yourself, but be sure to ask your conversation partner what she's been doing or about the latest news of friends or relatives. Show interest in the person. As you listen, show that you're listening with a nod or smile in face-to-face conversations, and short responses such as "Mm hmm" "O really!" or "Of course" on the phone

Call closing technique

- Traditionally, telephone etiquette says that the call originator is also the call terminator. This isn't a hard-and-fast rule, but it can be helpful if a call seems to be dragging on. If you placed the call, you can say something like, "I'll let you go now Kebe. I'm glad I was able to reach you! I look forward to seeing you soon. Good-bye."
- If you're having difficulty ending a call with a long-winded talker, you may have to simply be firm. At the first conversation pause, you can say, "I'm sorry, I simply must

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go now." You can use this whether you placed the call or received it, and only when really necessary.

Features and benefits

These are telephone errors that are often made by people with otherwise good manners. In a personal call, these are minor missteps. In business calls, they can make you appear unprofessional.

Talking to someone else. It is only permissible to talk with someone else while you're on the phone if that person's input is needed for the phone call.

Busying yourself with other things. When you're doing something else while you're on the phone, such as typing, washing dishes, or shuffling papers, this suggests your attention is not with the call.

Eating. Eating while you're on the phone is impolite, and often crude. It is a major blunder to use a hands-free phone to be on a phone call while you are eating a meal.

Chewing gum. Many people take offense to having to listen to the smacks of a gum chewer while on the phone with them. It's better to leave your gum until after the conversation.

Sneezing or coughing into the receiver. Either turn your head away from the receiver or excuse yourself for a moment and put the phone down if you need to sneeze, cough or blow your nose.

Laying down the receiver with a bang. If you need to lay the receiver down for a moment, do so gently lest you startle your phone mate

Greeting etiquette

Greeting someone you know is a vital part of courtesy and goodwill. All societies have some form of greeting. They are basic to civilized interaction. The first point about greetings is to do them. It's important to say "hello" even when you feel a bit cranky or shy. It's also important to make introductions even when you're not certain of precisely how it should be done in that situation. Every greeting and introduction is an opportunity to demonstrate respect for others and to create a favorable impression of yourself to others.

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When you greet someone, you acknowledge their presence. Most people do this automatically and barely notice they're doing it. But failing to offer a greeting to someone you know can easily cause hurt feelings and misunderstandings – you are failing to acknowledge their existence in your presence. Little can be considered more offensive than patently ignoring someone, as these strikes to the heart of the most basic of human needs, inclusion and social interaction.

1.3. Locating sources of information

Sources of information may include:

- **Brochures and pamphlets**

Pamphlets are also called “leaflets” and generally considered unbound booklets. Pamphlets vary in both size and style, but for the most part, a pamphlet is something that contains information about a single subject. Printed brochures, on the other hand, are sometimes used interchangeably with word “pamphlet”

A pamphlet is a small, unbound booklet that is used to **advertise or provide information on a single subject**. They are mainly used for informing rather than direct selling.

- **Campaign briefs**

What is a campaign brief?

Brief is defined as a short written or spoken statement or a statement of the main points of a legal case. An example of brief is a five minute news segment covering a short announcement by the president. An example of brief is a paper that explains why a person is guilty of a crime.

A short brand statement, A brief overview of the campaign's background and objectives, Key challenges that the campaign aims to resolve. Target audience for the campaign

- **Internet and Intranet**

What is the difference between Internet and intranet?

Intranet is a network of computers designed for a group of users. Therefore the Internet is an open, public space,

Intranet is designed to be a private space, may be accessible from the Internet, but it is protected by a password and accessible only to authorized users.

Is a private network contained within an enterprise that is used to securely share company information and computing resources among employees

It enables companies to communicate more effectively, keep everyone informed and engaged, and makes changes more promptly and uniformly.

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- **Instruction or product manuals**

Instruction manual

The instruction manual is one of the most important details provided to the customer. Its sole purpose is to ensure the proper use of the product sold. A clear artwork should be provided to the supplier at the time of the purchase order.

Manufacturer's manual

An owner's manual (also called an instruction manual or a user guide) is an instructional book or booklet that is supplied with almost all technologically advanced consumer products such as vehicles, home appliances and computer peripherals

What is the goal of instruction?

An instructional goal is a statement that describes, in general terms, what learners should be able to DO forever after experiencing a distinct unit of instruction (referred to in a broad sense as an “instructional intervention” and in a specific sense as a “lesson”)

1.4 Developing understanding of enterprise policies and procedures

What are procedures and policies?

Policies and procedures are designed to influence and determine all major decisions and actions, and all activities take place within the boundaries set by them.

Procedures are the specific methods employed to express policies in action in day-to-day operations of the organization.

A set of policies are principles, rules, and guidelines formulated or adopted by an organization to reach its long-term goals and typically published in a booklet or other form that is widely accessible.

What is difference between a policy and a procedure?

The key difference between a policy and procedure is in the outcome. For instance, a policy defines a set of rules like workplace conduct; whereas a procedure defines the steps you should take to onboard a new employee In contrast, procedures are narrow in focus

What are workplace policies?

A workplace policy is a set of rules and principles that aims to guide managers and workers in how to behave in the workplace. You can have them in place for numerous

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different issues – bullying, harassment, internet use, health and safety, and social media are just a few

What are company policies?

Company policies and procedures establish the rules of conduct within an organization, outlining the responsibilities of both employees and employers. Company policies and procedures are in place to protect the rights of workers as well as the business interests of employers.

What are workplace procedures?

A fixed, step-by-step sequence of activities or course of action (with definite start and end points) that must be followed in the same order to correctly perform a task, repetitive procedures are called routines

Organization policies and procedures may include:

scope of the services to be provided

What is the scope of service?

Also called a scope of work, this document details when the services are require; It also defines the services or tasks and the conditions for payment and dispute settlements. A scope of services agreement is the foundation of a services contract.

Financial and decision making delegations

Finance is a study which figures out how people, businesses and groups make and use money. It can mean: Thinking about money. Thinking about how to control money to make profit

Finance is defined as the management of money and includes activities like investing, borrowing, lending, budgeting, saving, and forecasting. The purpose of finance is to help people save, manage, and raise money.

What is delegated decision making?

Delegated powers enable planning officers to determine applications themselves without needing a decision from the planning committee. The majority of, mainly minor, applications are dealt with in this way. Generally, applications that receive three or more objections are referred to the Planning committee

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What is delegation in the workplace?

Managers need to be able to trust employees with responsibilities, while still ensuring that work is done well. In a work setting, delegation typically means ***the transfer of responsibility for a task from a manager to a subordinate.***

Delegation can also happen when there is a less formal chain of authority.

The Delegation of Authority is a process wherein the manager assigns responsibility to its subordinate along with the certain authority to accomplish the task on the manager's behalf

Referral/escalation paths

The definition of a referral is the act of telling someone about the positive features of a person or a business, or the person who is being referred. An example of a referral is telling someone why a certain person or business would be a good relationship for them to consider.

What is an escalation path?

Escalation Path is: Procedure to insure that when problems can't be resolved within an agreed time frame, they are rapidly brought to the appropriate level of responsibility for adequate resolution

Steps to managing an escalated conflict

- Step 1: Let go of your ego. Rest assured: No matter how angry a customer may be, it probably isn't personal
- Step 2: Decide to defuse (smooth out)
- Step 3: Understand the problem
- Step 4: Allow time for venting (other to express their idea)
- Step 5: Get to common ground.

How to Handle Customer Complaints

- Stay calm. When a customer presents you with a complaint, keep in mind that the issue is not personal; he or she is not attacking you directly
- Listen well. Let the irate customer blow off steam
- Acknowledge the problem
- Get the facts
- Offer a solution

1.5 Developing proficiency with equipment and systems

Equipment and systems may include:

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computer equipment -

Computer equipment means all computers, software or other equipment that includes computing technology or embedded logic such as microchips and sensors whether owned or leased.

There are five parts of computer hardware that can be found in most computer systems, from smart phones to desktop computers: processor, primary storage, secondary storage, input devices and output devices

Your basic computer consists of seven major parts:

- Motherboard.
- Processor/CPU.
- Power Supply.
- Hard Drive.
- PCI-Express Cards.
- Graphics Cards.
- RAM/Memory.

May be modified for use by people with a disability

Information management systems

A **management information system (MIS)** is a computer **system** consisting of hardware and software that serves as the backbone of an organization's operations. An MIS gathers data from multiple online **systems**, analyzes the **information**, and reports data to aid in **management** decision-making

Telecommunications equipment –

Telecommunications equipment (also telecoms equipment or communications equipment) is a hardware which is used for the purposes of telecommunications

Telecommunications equipment can be broadly broken down into the following categories

1. Public switching equipment
 - Analogue switches
 - Digital switches
 - Voice over IP switches
2. Transmission equipment
 - Transmission lines
 - Optical fiber
 - Local loops
2. Base transceiver stations
3. Free-space optical communication
 - Laser communication in space
4. Multiplexers
5. Communications satellites
3. Customer premises equipment (CPE)
 - ✓ Customer office terminal
 - ✓ Private switches
 - ✓ Local area networks (LANs)
 - ✓ Modems
 - ✓ Mobile phones
 - ✓ Landline telephones
 - ✓ Answering machines
 - ✓ Teleprinters

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- ✓ Fax machines
- ✓ Pagers
- ✓ Routers
- ✓ Wireless devices

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What is considered telecommunication equipment?

Telecommunications equipment refers to hardware used mainly for telecommunications such as transmission lines, multiplexers and base transceiver stations. It encompasses different types of communication technologies including telephones, radios and even computers

What are examples of telecommunication devices?

Examples of telecommunications systems are the telephone network, the radio broadcasting system, computer networks and the Internet. The nodes in the system are the devices we use to communicate with, such as a telephone or a computer.

What is Transmission Telecom?

In **telecommunications**, **transmission** (abbreviations: TX, Xmit) is the process of sending and propagating an analogue or digital information signal over a physical point-to-point or point-to-multipoint **transmission** medium, either wired, optical fiber or wireless

Workflow management systems

Workflow management is concerned with the work that people **do**, but tasks may also be automated and performed by IT systems – computer **software**. **Workflow management** can therefore include IT systems integration, in order to share data between **workflows** and other IT systems within an organization

1.6. Clarifying unclear details with responsible bodies

In communication, clarification involves offering back to the speaker the essential meaning, as understood by the listener, of what they have just said. Thereby checking that the listener's understanding is correct and resolving any areas of confusion or misunderstanding.

Why is it important to clarify workplace instructions?

One way to check that you've correctly understood a message is to ask questions. Asking questions while you're being given instructions allows you to clarify any queries you may have. It also shows that you have understood what you've been told.

There are a few simple steps to follow when you're looking for further explanation.

1. Admit you need clarification. Admitting you need more information makes the next step much easier for the person you ask.
2. Don't blame the other person. Own your confusion
3. Summarize.
4. Be specific

1.7. Identifying and use safe working methods

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A **Safe Work Method Statement (SWMS)** is a document that outlines the high risk construction **work** activities to be carried out at a **workplace**, the hazards that may arise from these activities, and the measures to put in place to control the risks

Safe work practices are generally written methods outlining how to perform a task with minimum risk to people, equipment, materials, environment, and processes. **Safe job procedures** are a series of specific steps that guide a worker through a task from start to finish in a chronological order.

Self-Check -1	Written Test
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Case study (2pts each)

AGT-Ethiopia a food complex company at Bishoftu city, and which distribute its food products around all Ethiopia rural and cities; Assume you are an employee of AGT-Ethiopia as clerical contact person

1. Demonstrate and brief how to prepare customer contact

2. Clarify the difference between goods and services

Identify and discuss on means used for customer contacts

3. List and discuss on Call/contact guides or scripts

4. Demonstrate and clarify Organization policies and procedures

5. Demonstrate equipment and systems used to develop skill effectively and efficiently to manage customer contact

Note: Satisfactory rating – 10 points

Unsatisfactory - below 9 points

Score = _____
Rating: _____

Name: _____

Date: _____

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LG02	Provide responsive and quality service in response to customer queries
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Information Sheet-2	Providing responsive and quality service in response to customer queries
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Introduction

What is responsive customer service?

Customer responsiveness measures the speed and quality at which your company provides **customer service** and communication. If a **customer** has to wait five days just for a simple email response, they might be more willing to take their business elsewhere.

Why is responsiveness important in customer service?

The **service** staff must constantly receive training and coaching to ensure that they keep their focus on being sensitive to **customer** needs and meeting their expectations each time. ... **Customer responsiveness** helps a company to develop new products or modify the current ones, based on the changing needs of **customers**

How can you improve service delivery to customers?

Here are a few customer service tips for identifying ways to better serve customers:

- Strengthen your customer service skills
- Look at every touch point
- Improve your customer interactions
- Enhance your customer service strategy
- 5. Make sure your reps are engaged
- Give your customers a way to provide feedback

2.1. Greeting customer in accordance with organization protocol

What should be included in your greeting to the customer?

Here are some tips to ensure that you and your employees greet customers in a way that makes them want to buy and keep coming back.

- Show that you recognize them.
- Ask if they've been in before.
- Ask about the weather.
- Compliment appropriately.
- Use a conversation piece



How do you greet a customer in an email?

The Six Best Ways to Start an Email

- | | |
|----------------|---------------------------|
| 1 Hi [Name], | 5 Hello, or Hello [Name], |
| 2 Dear [Name], | 6 Hi everyone, |
| 3 Greetings, | 7 [Misspelled Name], |
| 4 Hi there, | 8 Dear Sir or Madam, |

How do you greet a customer over the phone?

Steps

1. If you've been answering the phone in a slapdash manner, think about how you impact others hearing you. ...
2. Be aware of the tone of your voice. ...
3. Stop drinking or chewing food or gum before taking a call. ...
4. Answer promptly. ...
5. Greet the caller with a "Hello". ...
6. Listen politely and carefully to the caller's request.

2.2. Responding in a manner to encompass cultural diversity

What does it mean to be culturally diverse?

Cultural diversity is the quality of **diverse** or different cultures, as opposed to monoculture, as in the global monoculture, or a homogenization of cultures, akin to **cultural** decay. The phrase **cultural diversity** can also refer to having different cultures respect each other's differences.

What are some examples of cultural diversity?

Cultural diversity is when population **differences** are well represented within a community. These include race, ethnicity, age, ability, language, nationality, socioeconomic status, gender, religion, or sexual orientation. **Cultural diversity** has become a hot-button issue when applied to the **workplace**

What Are Some Typical Examples of Cultural Diversity in the Work Force?

- ✓ Language. A common example of cultural diversity in the workplace is a multilingual workforce
- ✓ Age. Age is often overlooked when considering workplace diversity but can be a point of major divergence in experience and knowledge
- ✓ Religion
- ✓ Race.

What is cultural diversity and why is it important?

It helps dispel negative stereotypes and personal biases about different groups. In addition, **cultural diversity** helps us recognize and respect “ways of being” that are not

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necessarily our own. So that as we interact with others we can build bridges to trust, respect, and understanding across **cultures**

What causes cultural diversity?

Cultural diversity in the workplace is a result of practices, values, traditions, or beliefs of employees based on race, age, ethnicity, religion, or gender. Economic globalization is one of the driving forces of **cultural diversity** in the workplace.

Benefits:

Diverse cultural perspectives can inspire creativity and drive innovation. Local market knowledge and insight makes a business more competitive and profitable. Cultural sensitivity, insight, and local knowledge means higher quality, targeted marketing.

How do you show respect for cultural diversity?

It includes:

1. Developing cultural self-awareness. What influenced your own cultural identity?
2. Learn to appreciate and value diverse views. Do not judge views that differ from yours as wrong.
3. Avoid imposing your own values.
4. Resist stereotyping.
5. Learn what you can.
6. Accept your own inexperience.

2.3. Establishing and clarifying customer needs effectively

What are customer needs?

Customer needs are things that a **customer** wants **needs** or expects in a product or service

How can you clarify the needs of your customers?

To identify **needs**, you must both listen and ask the right questions. After identifying **needs**, always check for additional or related **needs**. Use **your** knowledge and experience to identify and present the right products, services, and solutions to meet **your customers' needs**

2.4. Satisfying customer needs promptly, efficiently and effectively

How can you satisfy your customer?

Customer satisfaction tips

- Hearing is not enough. You need to listen
- Be responsive. Response time is crucial in many industries
- Be a human, not a machine. ...

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- Get to know your customers. ...
- A Happy employee is a happy customer. ...
- An issue is important, but a customer is more important. ...
- Build your brand awareness. ...
- Keep organized.

A business can never place too much emphasis on its **customers**. The **customer** is the foundation of any business' success. Considering **customer importance** at all stages of the marketing process helps your company to ensure greater **customer** satisfaction and increase its long-term goal of repeat business.

Why is it important to satisfy customer needs?

Customer satisfaction plays an **important** role within your business. Not only is it the leading indicator to measure **customer** loyalty, identify unhappy **customers**, reduce churn and increase revenue; it is also a key point of differentiation that helps you to attract new **customers** in competitive business environments.

How do you maximize customer satisfaction?

- ✓ Develop Customer Service Communities.
- ✓ Offer Proactive Customer Service.
- ✓ Study Complaints and Compliments.
- ✓ Treat Customers Like You Would Want to Be Treated.
- ✓ Personalize.
- ✓ Hold Daily Stand Up Meetings with your Team.
- ✓ Provide Multichannel Support.
- ✓ Slash Wait Times.

2.5. Responding to customer concerns in a positive manner

How do you respond to a positive guest review?

- Encourage loyalty.
- Turn brand enthusiasts into promoters.
- Leave a positive impression on prospective guests
- Thank the guest by name
- Personalize the response to the review
- Thank the guest again, and encourage him or her to return.
- Say thank you. Show appreciation for the customer who took the time to share their positive experience
- Reinforce the positive
- Pass along the compliment
- Let customers know you'd love to see them again
- Mention other products or services.

2.6. Treating customer with respect and courtesy, and enhance and develop customer loyalty

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How do you encourage customer loyalty?

Check out these five ways to increase customer loyalty at your business:

- Make customer service a priority – even on social
- Reward your customers
- Ask for advice and listen to it
- Offer conveniences
- Don't just ask for money.

How do you build customer loyalty and confidence?

Ways You Can Build Customer Trust & Loyalty

- Encourage your customers to leave reviews. Encourage your visitors and customers to leave reviews about your product and service
- Avoid shortcuts and click bait tactics
- Don't remove all negative feedback
- Treat your customers as you would a friend
- Offer loyalty programs

How do you build trust with customers?

No one is going to buy from a person they don't trust. Here's how to build better client relationships.

- Be yourself
- Value the relationship
- Be curious about people
- Be consistent
- Seek the truth
- Keep an open mind
- Have a real dialog
- Be a professional

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2.7. Completing follow-up action effectively

Complete follow-up action effectively in accordance with the timeframes, organization rules and practices, and in line with customer expectations

What is follow up action?

The dictionary defines a **follow-up action** and an **action** or thing that serves to increase the effectiveness of a previous one. When applied to investing and trading, this means adding or changing a position or strategy to revise its risk profile or expected returns.

Following up with your customers helps improve their overall experience with your company. You might even **solve problems** before they become an issue. ... By improving the customer's experience with quick **follow-up** and great customer service, your customers will feel like they can trust you

Self-Check -2	Written Test
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Case study (2pts each)

Assume you are contact person in Jifar Coffee processors and exporters factory. The company faces problems that are less quality of products, less demand of society for the taste of products, as the result the sale become less and less.

1. Demonstrate and brief how to providing responsive and quality service in response to customer queries

2. Demonstrate what you should be included in your greeting to the customer

3. Identify and discuss on cultural diversity in the given company and give example

4. Demonstrate how can you clarify the needs of your customers?

5. Why is it important to satisfy customer needs?



6. List the advantages of treating customer with respect and courtesy

Note: Satisfactory rating – 14 points

Unsatisfactory - below 7 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____



LG03 Arranging provision of a product or service

Information Sheet-3	Arranging provision of a product or service
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What is customer service provision?

Customer service is the **provision of service to customers** before, during and after a purchase. The perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest".

3.1 Responding appropriately to customer requirements

What are customer requirements?

A **customer requirement** is a specification that originates with **customers** as opposed to internal stakeholders. This can include both functional and non-functional **requirements** for products, services and experiences

To respond appropriately participants may be required to:

- record details in organization system/s
- discuss, agree and record supply arrangements with customer
- discuss and agree on payment options with customer
- conduct a credit check

3.2. Selecting appropriate product or service in consultation with customer

How are consultations used?

Client consultation is an important process in any business. The objective of **client consultation** is to discover your **clients'** needs and concerns by making them feel comfortable so you could offer them with the best help and advice

What is the purpose of a consultation?

The **purpose of a consultation** is to hear out the person's needs and help identify a plan of attack for solving their problems and accomplishing their goals. Whether or not the client has to pay for this strategy session depends entirely on the **consultant's** business model and the nature of the problem being solved.

3.3. Agreeing actions or orders with customer giving consideration

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A **customer order** is a commercial document issued by the **customer/buyer** of the goods/materials to the seller/producer.

From time to time the **Customer** may submit one or more **Order Request(s)** referencing a valid Quote from Ideal Networks. Each **Order Request** shall constitute an offer by the **Customer** to purchase the Equipment and/or Services specified in the applicable Quote.

What customers expect from customer service?

Things Customers Want (Expect) when it comes to Customer Service

- Customers want you to meet their expectation
- Customers want options in how they contact you
- Customers expect a timely response
- Customers want relationships (or, at least, a personalized experience)
- Customers want you to solve their problems!

3.4. Considering any customer retention options that can be applied to the contact

What is meant by customer retention?

Customer retention refers to the activities and actions companies and organizations take to reduce the number of **customer** defections. The goal of **customer retention** programs is to help companies retain as many **customers** as possible, often through **customer loyalty** and brand **loyalty** initiatives

What are the major benefits of customer retention?

The Benefits of Customer Retention

- ✓ It's Cheaper than Acquisition.
- ✓ Loyal Customers are More Profitable.
- ✓ Your Brand Will Stand Out from the Crowd.
- ✓ You'll Earn More Word of Mouth Referrals.
- ✓ Engaged Customers Provide More Feedback.
- ✓ Customers Will Explore Your Brand.
- ✓ Loyal Customers are More Forgiving.
- ✓ Customers Will Welcome Your Marketing.

How can customer retention be improved?

Here are a few ways companies can improve customer retention:

1. Give great service. Customer retention is fickle when customer service is lacking.
2. Be quick to resolve issues. Not every product works exactly right and sometimes paid services don't meet expectations. ...
3. Keep in touch.
4. Reward loyalty.

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5. Thank your customer

Customer retention options may include:

- loyalty programs or incentives
- offering value added services or products
- re-contracting
- special offers as determined by the organization from time to time

3.5. Using clear, simple and easy understandable language

Use clear, simple and easy to understand language and ensure responses are comprehensive

Clear Language means your reader never confused. **Clear or Plain Language** is a method of presenting information so it **is** easy for everyone to read and understand. It considers how the document looks as well as what it says. It aids comprehension and understanding. It **is** focused on the reader not the writer.

Principles of using clear and simple language

- **Cut out excess words and fluff:**
 - ✓ 'In order to' becomes 'To', 'For the purposes of' becomes 'For', etc:
- **Avoid unfamiliar language:**
 - ✓ Modify all technical jargon, colloquiums, slang, organisation or department speak into everyday language.
- Use the **active rather than the passive voice:**
 - ✓ The active voice is less wordy and more direct.
- Use an **informal, inter-personal style** of writing if possible:
 - ✓ Use 'you' and 'we' wherever possible.
- **Avoid 'big' words** just for the sake of it:
 - ✓ 'Come into possession of' becomes 'Get', 'Unostentatious' becomes 'Simple', etc.
- Use short sentences:
 - ✓ Try to keep below 21 words.
- Use short paragraphs:
 - ✓ Try to keep below 65 words.
- **Expand acronyms & abbreviations first time used:**
 - ✓ Expand on every page;
 - ✓ Unless the acronym is known to be a well known one for your target audience.

Self-Check -3	Written Test
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Short Answer Questions

Directions: Answer all the questions listed as you instructed. (5 points each)

1. Demonstrate how to Arrange provision of a product or service

2. Explain points that are important to Respond customers requirements appropriately

3. Explain how to Select appropriate product or service in consultation with customer

4. Demonstrate how Agree actions or orders with customer giving consideration

5. Discuss on about Considering any customer retention options

6. Explain what we mean by Using clear, simple and easy understandable language

Note: Satisfactory rating – 16 points

Unsatisfactory - below 16 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____

LG04. Manage customer contact

Information Sheet-4	Managing customer contact
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4.1. Recording details of contact in accordance with policy

What is customer record?

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- A customer account record is the basic unit of information about a customer that resides in a Customer Record Management, or customer relationship management system
- Client records include any information (including information stored electronically) used to document the nature, delivery, progress, or results of counseling and psychotherapy services.
- The information you have on your customers, including but not limited to their contact information, how often they purchase from you, what they purchase and how they pay their bills

4.2. Recording and reporting any difficulties

Recording and reporting any difficulties not escalated but that may present an opportunity for continuous improvement

How do you manage escalations?

Master Customer Escalation Management

- 1) Prevent Escalations
- 2) Coach Ownership
- 3) Support The Good Kind Of Escalations
- 4) Maximize Impact By Using Less Email
- 5) Adjust The Communication Style And Messaging To Your Audience.
- 6) Wisely Invest in Face To Face. ...
- 7) Use Words Of Calm And Credibility. ...
- 8) Define Clear Escalation Paths

How do you handle client escalation? How to Handle Customer Complaints

1. Stay calm. When a customer presents you with a complaint, keep in mind that the issue is not personal; he or she is not attacking you directly but rather the situation at hand. ...
2. Listen well. Let the irate customer blow off steam. ...
3. Acknowledge the problem
4. Get the facts
5. Offer a solution.

4.3. Adapting to the requirements and expectations of various customers

Adapting to the requirements and expectations of various customers when working in an **outsource environment** and dealing with multiple customer bases

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Outsource environment may include:

- customer contact environment servicing customers of another organization or business unit by agreement
- customer contact environment taking contacts for multiple organization
- customer contact environment taking overflow calls for another enterprise

4.4. Escalating inquiries or orders that cannot be satisfied immediately

When should complaints be escalated?

A customer **escalation** is a scenario where a customer is not pleased with an employee interaction and wants someone at a higher level within the company to resolve the **complaint**. Escalations **should** be taken seriously, because this means you have an irate or agitated customer on your hands.

During the handling of complaint, you may face difficulties those are not solved within the responsibility of you. In such cases, you are expected to report for the concerned body as much as possible. But the event required to be analyzed and necessary information should be presented for the decision maker body.

Example: See the following format

Date	Difficulties faced	Customers name	Type of service (product)	Action taken	Remark

If the decision makers are not fully informed the decision he/ she make will not effective.

4.5. Supplying follow-up information to customer as required and in a timely manner

After the correction will be made, you are expected to check whether the fault has been solved or not. The main importance of supplying follow –up information to the customer is ensuring that the action taken is correct or not.



4.6. Observe **relevant legislation, codes, regulations and standards** throughout transaction

Relevant legislation, codes, regulations and standards may include:

- equal employment opportunity and anti-discrimination legislation
- Freedom of Information
- industry specific codes, regulations and legislation
- occupational health and safety legislation
- Privacy Act
- Trade Practices Act

Self-Check -4	Written Test
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Short Answer Questions

Directions: Answer all the questions listed as you instructed. (5 points each)

1. Demonstrate how to Managing customer contact

2. What we mean by customer record?

3. **A. Define the word escalation**

B. Discuss on to Handle Customer escalation

4. Demonstrate outsource environment



5. List out Relevant legislation, codes, regulations and standards (at list 5)

Note: Satisfactory rating – 11 points

Unsatisfactory - below 11 points

Answer Sheet

Score = _____
Rating: _____

Name: _____

Date: _____