

RETAIL CUSTOMER SERVICE

Student Guidelines



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We wish to express our sincere gratitude to The Almighty Allah s.w.t for establishing us to complete this book – **RETAIL CUSTOMER SERVICE: A study guide for Polytechnic students.**

We also wish to express our appreciation to the numerous parties who have enabled the realization of this book. The parties include Commerce Department, Politeknik Tuanku Syed Sirajuddin, Perlis, and all parties involved in the publication process directly or indirectly. We would like to thank our friends and colleagues for the assistance, guidance, and constant support from them during the publication of this book. We would also like to thank our family members who provided encouragement, patience, and support.

Finally, we would wish readers a happy reading and apologize for any omissions and errors. We hope that this module will be beneficial to all, especially Polytechnics students so that they can have a clearer view of retail customer services.

**TENGGU AROAL HAWA DELAILA BINTI TENGGU AHMAD
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Preface

This book is designed to provide a frame of reference for Polytechnic diploma courses in majoring in business and related courses. The book is alternatively helpful to those who wish to keep in enhancing their knowledge on multifaced discipline that involve understanding the concepts of customer service, effective communication and complaint handling. This book also compasses diverse service offerings, customer retention strategies and the use of technology to enhance the customer experience.

The book has been structured into six chapters, which cover all the topics addressed by Retail Customer Service course syllabus adapted by the Malaysia Polytechnics. Students are guided to acquire the required skill in explain an effective element of customer service in retail business operations..

Finally, may this book be beneficial to students and others who directly or indirectly used this book as a reference. Hope this book be beneficial in helping them achieve an excellent result during the final examination.

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RETAIL CUSTOMER SERVICE



01 page 1-22

by JAMILAH BINTI HUSSAIN

INTRODUCTION TO CUSTOMER SERVICE

CHAPTER 1 focuses on introduction of customer service. This chapter provided by a business to its customers before, during, and after purchasing products or services. It plays a crucial role in building and maintaining customer relationships, ensuring customer satisfaction, and fostering loyalty.

02 page 23-33

by SAJAAMOON A/P BOON CHOOI

COMMUNICATION IN CUSTOMER SERVICE

CHAPTER 2 learn about the important of communication in customer service. Effective communication in customer service is essential for understanding customer needs, resolving issues, and building lasting relationships. By focusing on active listening, clear articulation, empathy, patience, and problem-solving, businesses can enhance customer satisfaction and loyalty.

03 page 34-48

by SAJAAMOON A/P BOON CHOOI

HANDLING CUSTOMER SERVICE

CHAPTER 3 focuses on handling customer complaint. Student will be able to know a critical aspect of customer service that involves addressing and resolving customer issues effectively to maintain satisfaction and loyalty. This topic also focus on rules when handling a customer complaint

04 page 49-61

by TG AROAL HAWA DELAILA

THE DIVERSITY IN CUSTOMER SERVICE

CHAPTER 4 focused on the diversity in customer service. Student will be able to understanding the diversity of customer groups is crucial for providing exceptional customer service. By recognizing and adapting to the diverse needs of different customer groups, businesses can improve customer satisfaction, foster loyalty, and enhance their overall service quality.

05 page 62-72

by JAMILAH BINTI HUSSAIN

CUSTOMER RETENTION AND MEASUREMENT OF CUSTOMER SATISFACTION

CHAPTER 5 focuses in detail about the customer retention and measurement of customer satisfaction. This topic will refers to the ability of a company to retain its customers over a period of time. It's a measure of customer loyalty and the likelihood that a customer will return to make future purchases. This topic also identify sources of information about customers' satisfaction level.

06 page 73-85

TECHNOLOGY IN CUSTOMER SERVICE

by TG AROAL HAWA DELAILA

CHAPTER 6 focuses on how retailer are utilizing technology in customer service. This topic also explain on customer relationship management and system. Student will able to know how to increase leveraging technology across various customer service channels to enhance efficiency, responsiveness, and overall customer experience

REFERENCES page 86





CHAPTER I

INTRODUCTION OF CUSTOMER SERVICES

LEARNING OUTCOME:

-  Define customer service.
-  Describe common customer service.
-  Identify customer information attribute.
-  Interpret customer need.

OVERVIEW OF CUSTOMER SERVICE



POOR VS GREAT CUSTOMER SERVICE



HANDLING CUSTOMER SERVICE

1.1 INTRODUCTION OF CUSTOMER SERVICE

Customer service is the support and assistance provided by a business to its customers before, during, and after they purchase and use products or services. It encompasses a wide range of activities designed to ensure customer satisfaction, address customer needs, and foster positive relationships.

DEFINE OF CUSTOMER SERVICE

Customer service is a critical component of any successful business. It involves a range of activities aimed at ensuring customer satisfaction and fostering positive relationships. Excellent customer service can lead to increased customer loyalty, a strong brand reputation, and ultimately, business growth.



IMPORTANCE OF CUSTOMER SERVICE

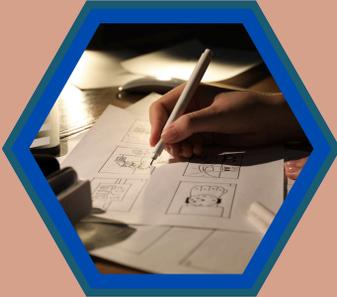
1. **Customer Retention:** Good customer service helps retain customers by ensuring they have positive experiences and their issues are resolved promptly.
2. **Brand Reputation:** High-quality customer service enhances a company's reputation and can differentiate it from competitors.
3. **Customer Loyalty:** Satisfied customers are more likely to return and recommend the company to others, driving word-of-mouth marketing.
4. **Revenue Growth:** Effective customer service can lead to increased sales and higher revenue as happy customers make repeat purchases and spend more.
5. **Competitive Advantage:** Exceptional customer service can be a key differentiator in a crowded market, helping a business stand out.

EXAMPLES OF CUSTOMER SERVICE



- Retail: Helping customers find products, answering questions, processing returns and exchanges.
- Technical Support: Assisting customers with software or hardware issues, providing troubleshooting steps, and resolving technical problems.
- Hospitality: Ensuring guests have a pleasant stay, handling special requests, and resolving complaints promptly.
- Online Services: Providing live chat support, answering emails, and managing social media inquiries.

1.2 COMMON CUSTOMER SERVICE



PRE- TRANSACTION SERVICES

- a. Convenient hour
- b. Parking
- c. Information aid



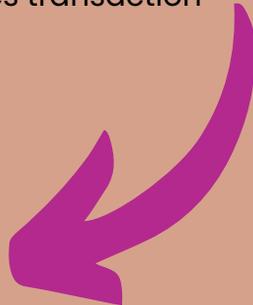
TRANSACTION SERVICES

- a. Credit
- b. Layaway
- c. Gift wrapping and packaging
- d. Check cashing
- e. Gift card
- f. Personal shopping
- g. Merchandise availability
- h. Personal selling
- i. Sales transaction



POST- TRANSACTION SERVICES

- a. Handle complains
- b. Merchandise return
- c. Servicing, repair, and warranties
- d. Delivery
- e. Post-sale follow up



PRE- TRANSACTION SERVICES

1. CONVENIENT HOURS

Convenient Hours: Ensuring that the business is open during hours that are most convenient for its customers. This involves:

- Extended Hours: Staying open beyond regular business hours, such as late evenings, early mornings, or weekends, to accommodate customers who cannot shop during standard times.
- 24/7 Service: Some businesses, especially those in retail, hospitality, and healthcare, offer 24/7 service to cater to customers at any time.
- Seasonal Adjustments: Extending hours during peak seasons or holidays when customer demand is higher.
- Special Events: Offering special shopping hours for events such as Black Friday, holiday sales, or store anniversaries.

Benefits of Convenient Hours:



- Customer Convenience
- Provides an edge over competitors who may have more limited hours.
- More operating hours can lead to more sales opportunities.

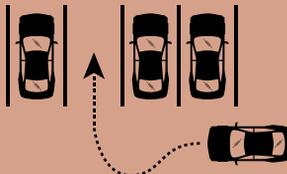
2. PARKING

Parking: Providing customers with convenient and accessible parking options, which includes:

- Adequate Parking Spaces: Ensuring there are enough parking spaces to accommodate all customers, including during peak hours.
- Accessible Parking: Offering designated parking spots for people with disabilities, expecting mothers, and families with young children.
- Valet Parking: Providing valet services to enhance convenience, especially in high-end retail or dining establishments.
- Parking Validation: Offering free or discounted parking validation for customers who make a purchase.
- Security: Ensuring the parking area is well-lit, secure, and monitored to provide safety for customers and their vehicles.
- Electric Vehicle (EV) Charging Stations: Installing EV charging stations to cater to customers with electric vehicles.

Benefits of Good Parking Services:

- Customer Satisfaction
- Attracts Customers
- Enhanced Safety

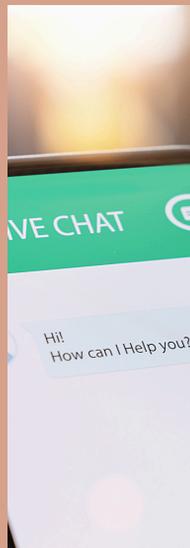


PRE- TRANSACTION SERVICES

3. INFORMATION AID

Information Aid: Providing customers with easy access to information they need to make informed purchasing decisions. This includes:

- **Information Desks:** Staffed counters or kiosks where customers can ask questions and get assistance.
- **Signage:** Clear and informative signs that guide customers through the store and highlight key areas, promotions, or special offers.
- **Digital Information Boards:** Electronic displays that provide real-time information on product availability, promotions, store layout, and events.
- **Customer Service Representatives:** Trained staff available to assist with inquiries, provide recommendations, and solve problems.
- **Interactive Kiosks:** Self-service kiosks where customers can look up product information, check inventory, and find store locations.
- **Printed Materials:** Brochures, catalogs, and flyers that offer detailed product information and promotions.
- **Online Support:** Providing information through the store's website, including FAQs, live chat support, product details, and how-to guides.



TRANSACTION SERVICES



1. CREDIT SERVICE

Credit Services: Allowing customers to purchase goods or services on credit, providing them with the flexibility to pay later. This includes:

- **Store Credit Cards:** Retailers often offer their own credit cards with benefits like discounts, reward points, and special financing options.
- **Third-party Financing:** Partnering with financial institutions to offer credit services, allowing customers to finance their purchases over time.



2. LAYAWAY

Layaway: A purchasing method where customers pay for products in installments before taking them home. This service includes:

- **Payment Plan:** Customers make a series of payments over time.
- **Reservation:** The product is reserved for the customer until the final payment is made.
- **No Interest:** Unlike credit, layaway usually doesn't involve interest charges, making it an affordable option for budget-conscious shoppers.



3. WRAPPING AND PACKAGING

Gift Wrapping and Packaging: Providing aesthetically pleasing wrapping and packaging services for purchased items, which includes:

- **Gift Wrapping:** Professionally wrapping gifts with paper, ribbons, and bows.
- **Special Packaging:** Using custom boxes or bags that enhance the presentation of the product, often used for holidays and special occasions.

TRANSACTION SERVICES



4. CHECK CASHING

Check Cashing: Offering services to cash checks, providing customers with immediate access to their funds, which can include:

- Payroll Checks:** Cashing paychecks for immediate use.
- Government Checks:** Cashing tax refunds, Social Security, and other government-issued checks.
- Personal Checks:** Providing cash in exchange for personal checks, often subject to verification and limits.



5. GIFT CARDS

Gift Cards: Selling pre-loaded cards that can be used as an alternative to cash for purchasing products or services, featuring:

- **Customization:** Offering customizable gift cards with personalized messages or themes.
- **Reloadable Options:** Providing cards that can be reloaded with funds.
- **Digital Gift Cards:** Offering electronic gift cards that can be sent via email or text.



6. PERSONAL SHOPPING

Personal Shopping: Providing personalized shopping assistance to customers, which can include:

- **Styling Advice:** Helping customers choose outfits or products that suit their style and needs.
- **Product Recommendations:** Suggesting items based on the customer's preferences and requirements.
- **One-on-One Attention:** Offering a dedicated shopping assistant to help navigate the store and find the best products.

TRANSACTION SERVICES



7. MERCHANDISE AVAILABILITY

Merchandise Availability: Ensuring that desired products are in stock and easily accessible, involving: **Inventory Management:** Keeping track of stock levels to avoid shortages. **Pre-order Services:** Allowing customers to order products before they are officially released. **Special Orders:** Offering to order products that are not currently in stock or part of the regular inventory.



8. PERSONAL SELLING

Personal Selling: Engaging directly with customers to help them find products that meet their needs, including:

- **Sales Associates:** Trained staff who assist customers in making purchasing decisions.
- **Demonstrations:** Showing how a product works or its benefits.
- **Building Relationships:** Establishing trust and rapport with customers to enhance their shopping experience.



9. SALES TRANSACTION

Sales Transactions: Facilitating the actual purchase process, ensuring it is smooth and efficient, which includes:

- **Point of Sale (POS) Systems:** Using advanced technology to process transactions quickly.
- **Multiple Payment Options:** Accepting various forms of payment such as cash, credit cards, mobile payments, and digital wallets.
- **Price Matching:** Offering to match competitor prices to ensure customers feel confident in their purchase.

Personal Shopping: Providing personalized shopping assistance to customers, which can include:

- **Styling Advice:** Helping customers choose outfits or products that suit their style and needs.
- **Product Recommendations:** Suggesting items based on the customer's preferences and requirements.
- **One-on-One Attention:** Offering a dedicated shopping assistant to help navigate the store and find the best products.

POST TRANSACTION SERVICES



1. HANDLE COMPLAINS

Handling Complaints: Addressing and resolving customer complaints effectively and efficiently to maintain customer satisfaction.

- **Responsive Customer Service:** Providing multiple channels for customers to voice their complaints, such as phone, email, live chat, and social media.
- **Empathy and Understanding:** Training staff to listen actively and empathize with customers' concerns, showing that their issues are taken seriously.
- **Quick Resolution:** Striving to resolve complaints quickly to prevent escalation and maintain customer trust.
- **Follow-up:** Checking back with customers to ensure their issues have been resolved to their satisfaction.
- **Documentation and Analysis:** Keeping records of complaints to identify common issues and improve processes.



2. MERCHANDISE RETURN

Merchandise Return: Providing a clear and customer-friendly return policy to facilitate the return or exchange of products.

- **Flexible Return Policies:** Offering generous timeframes and conditions under which products can be returned or exchanged.
- **Hassle-Free Process:** Simplifying the return process to make it easy for customers, such as offering prepaid return labels and easy-to-find return locations.
- **Refund Options:** Providing various refund options, including original payment methods, store credit, or exchanges.
- **Restocking:** Efficiently managing returned merchandise to minimize inventory loss.



3. SERVICING, REPAIR AND WARRANTY

Serving Repair and Warranty: Offering repair services and honoring warranty commitments to ensure product longevity and customer satisfaction.

- **Warranty Information:** Clearly communicating warranty terms and conditions at the time of purchase.
- **Repair Services:** Providing in-house or authorized repair services for products that malfunction or break.
- **Warranty Claims:** Streamlining the process for customers to file warranty claims and receive repairs or replacements.
- **Extended Warranties:** Offering extended warranty options for additional protection beyond the standard warranty period.

POST TRANSACTION SERVICES



4. DELIVERY

Delivery Services: Ensuring purchased items are delivered to the customer's location in a timely and efficient manner.

- **Multiple Delivery Options:** Offering various delivery options such as standard, expedited, and same-day delivery.
- **Tracking:** Providing real-time tracking information so customers can monitor their deliveries.
- **Safe Handling:** Ensuring products are packaged and handled properly to prevent damage during transit.
- **Installation Services:** Offering installation services for large or complex items upon delivery.



5. POST SALE FOLLOW UP

Post-sale Follow-up: Engaging with customers after the sale to ensure satisfaction and foster ongoing relationships.

- **Thank You Messages:** Sending personalized thank you notes or emails to show appreciation for the purchase.
- **Feedback Requests:** Asking customers for feedback on their purchase experience to gather insights and improve services.
- **Customer Surveys:** Conducting surveys to measure satisfaction and identify areas for improvement.
- **Loyalty Programs:** Inviting customers to join loyalty programs that offer rewards for repeat purchases.
- **Product Usage Tips:** Providing tips and information on how to best use and maintain the purchased products.
- **Promotional Offers:** Sending information about upcoming sales, new products, or special offers to keep customers engaged.



1.3 CUSTOMER INFORMATION ATTRIBUTE

These attributes help businesses segment and understand their target audiences better, allowing for more tailored marketing strategies, product development, and customer relationship management. Demographic attributes provide statistical data, psychographic attributes offer insights into consumer attitudes and lifestyles, and firmographic attributes describe the characteristics of businesses in B2B contexts.



1. DEMOGRAPHIC



2. PSYCHOGRAPHIC



3. FIRMOGRAPHIC



DEMOGRAPHIC INFORMATION

Demographic information refers to statistical data about a population and includes the following attributes:

- Age: Exact age or age range.
- Gender: Male, female, non-binary, prefer not to say.
- Marital Status: Single, married, divorced, widowed.
- Nationality: Country of citizenship.
- Education Level: High school, undergraduate degree, graduate degree, etc.
- Income Level: Annual income or income range.
- Occupation: Job title, industry, employer.
- Household Size: Number of people in the household.
- Location: Residential area, city, state, zip code, country.



PSYCHOGRAPHIC INFORMATION

Psychographic information relates to the attitudes, values, interests, and lifestyle of customers:

1. Lifestyle: Interests, hobbies, activities, daily routines.
2. Values: Personal values and beliefs, such as environmental consciousness, social responsibility, etc.
3. Personality Traits: Characteristics such as introversion/extroversion, risk-taking, innovativeness.
4. Attitudes: Opinions and feelings towards certain products, services, brands, or general topics.
5. Motivations: Factors that drive purchase decisions, such as convenience, status, price sensitivity.
6. Preferences: Brand preferences, product preferences, and preferred shopping channels (online vs. in-store)



FIRMOGRAPHIC INFORMATION

Firmographic information is used primarily in B2B (business-to-business) contexts and refers to attributes of businesses:

1. Company Name: Legal name of the business entity.
2. Industry: Industry or sector the company operates in (e.g., technology, healthcare, retail).
3. Company Size: Number of employees, revenue, market share.
4. Location: Headquarters address, geographical regions of operation.
5. Annual Revenue: Total revenue generated annually.
6. Number of Employees: Total number of employees working in the company.
7. Business Structure: Type of business (e.g., corporation, LLC, partnership).
8. Market Position: Company's position in the market (e.g., market leader, challenger, niche player).
9. Years in Business: Number of years the company has been in operation.
10. Growth Rate: Historical growth in terms of revenue, employee count, or market presence.
11. Customer Base: Types of customers served (e.g., B2B, B2C, government).
12. Products/Services Offered: Range of products or services the company provides.
13. Decision-Making Unit: Key decision-makers and their roles within the company (e.g., CEO, CTO, Purchasing Manager).



1.4 CUSTOMER NEEDS

Understanding and interpreting customer needs from the aspects of service, price, quality, action, and appreciation helps businesses create strategies that enhance customer satisfaction, loyalty, and advocacy. By focusing on these aspects, businesses can deliver exceptional value, build strong relationships with their customers, and differentiate themselves in the marketplace.



SERVICES



PRICE



QUALITY



ACTION



APPRECIATION



CUSTOMER NEEDS

1. SERVICE

Interpreting Customer Needs:

- **Availability:** Customers expect service availability when they need it, including extended hours or 24/7 support for certain services.
- **Responsiveness:** Quick and efficient responses to inquiries, requests, and complaints are crucial.
- **Personalization:** Tailored services that cater to individual customer preferences and needs.
- **Support Channels:** Multiple, convenient channels for support, such as phone, email, live chat, and social media.
- **Knowledgeable Staff:** Well-trained, knowledgeable staff who can provide accurate information and assistance.

Meeting customer needs in terms of service requires businesses to be accessible, responsive, personalized, and reliable. By understanding these dimensions and focusing on key aspects such as availability, responsiveness, personalization, support channels, knowledgeable staff, reliability, empathy, proactivity, and follow-up, businesses can significantly enhance customer satisfaction and loyalty. Investing in high-quality service delivery not only meets customer expectations but often exceeds them, creating a positive and lasting impression.

2. PRICE

Customers seek value for money and fairness in pricing. They want to feel that the price paid matches the perceived value of the product or service.

Interpreting Customer Needs:

- **Affordability:** Competitive pricing that aligns with customer budget constraints.
- **Transparency:** Clear and transparent pricing with no hidden fees.
- **Discounts and Offers:** Availability of discounts, promotions, and loyalty rewards.
- **Flexible Payment Options:** Offering various payment methods, installment plans, and credit options.
- **Price-Quality Ratio:** Ensuring that the quality of the product or service justifies the price.

Understanding customer needs in terms of price requires a comprehensive approach that considers affordability, transparency, value for money, discounts, flexible payment options, consistency, perceived fairness, price matching, and return on investment. By addressing these aspects, businesses can better meet customer expectations, enhance satisfaction, and build loyalty through fair and customer-friendly pricing strategies.

CUSTOMER NEEDS

3. QUALITY

Customers expect high-quality products and services that meet or exceed their expectations and stand the test of time.

Interpreting Customer Needs:

- **Durability:** Products that are durable and reliable, reducing the need for frequent replacements or repairs.
- **Performance:** High performance and functionality that meets the advertised claims.
- **Consistency:** Consistent quality across all purchases and interactions.
- **Safety:** Products and services that are safe to use and meet regulatory standards.
- **Aesthetics:** Attractive and appealing design and presentation.

Meeting customer needs in terms of quality requires a multifaceted approach that includes ensuring durability, performance, consistency, safety, aesthetics, features, customer support, customization, environmental impact, and maintaining a strong brand reputation. By focusing on these aspects, businesses can enhance customer satisfaction, build loyalty, and differentiate themselves from competitors by consistently delivering high-quality products and services.



CUSTOMER NEEDS

4. ACTION

Customers need businesses to take proactive and responsive actions to address their needs and concerns efficiently.

Interpreting Customer Needs:

- **Problem Resolution:** Swift and effective resolution of any issues or complaints.
- **Proactive Communication:** Keeping customers informed about order status, delays, and any issues that may arise.
- **Innovation:** Regular updates and improvements based on customer feedback.
- **Engagement:** Active engagement with customers through various channels, seeking their input and feedback.
- **Follow-up:** Post-purchase follow-up to ensure customer satisfaction and address any further needs.

Meeting customer needs in terms of action requires a proactive, responsive, and customer-centric approach. By focusing on problem resolution, proactive communication, anticipating needs, follow-up, responsiveness, empathy and support, flexibility, reliability, and innovation, businesses can enhance customer satisfaction and loyalty. Taking meaningful and timely actions demonstrates a commitment to customer well-being and builds a strong foundation for lasting customer relationships.

Meeting customer needs in terms of appreciation involves recognizing and valuing customers through various actions and initiatives. By focusing on recognition, loyalty programs, personal touches, feedback acknowledgment, exceptional service, special offers, community engagement, transparency and communication, and satisfaction guarantees, businesses can foster strong, positive relationships with their customers. These efforts make customers feel valued, respected, and more likely to remain loyal to the brand, ultimately contributing to long-term success.

5. APPRECIATION

Customers want to feel valued and appreciated by the businesses they patronize.

Interpreting Customer Needs:

- **Recognition:** Acknowledging and rewarding loyal customers through programs, discounts, or special offers.
- **Personal Touch:** Personalized messages, thank you notes, and special recognition on birthdays or anniversaries.
- **Customer Feedback:** Showing appreciation for customer feedback and demonstrating that it is valued and acted upon.
- **Exceptional Service:** Going above and beyond to exceed customer expectations and provide memorable experiences.
- **Community Engagement:** Involving customers in community events, charity drives, or other activities that demonstrate the business's commitment to social responsibility.

EXERCISE:



INTRODUCTION OF CUSTOMER SERVICES

Read the sentences and circle true (T) or false (F).

- 1 Customer service is the support provided to customers only after they purchase products or services. T / F
- 2 Effective customer service can enhance a company's brand reputation and differentiate it from competitors. T / F
- 3 Transaction services in customer service include helping customers find products and answering questions. T / F
- 4 Pre-transaction services include credit services and personal shopping assistance. T / F
- 5 Handling customer complaints quickly and efficiently is a part of post-transaction services. T / F
- 6 Providing customers with valet parking is considered a post-transaction service. T / F
- 7 Layaway services involve customers making a series of payments over time without interest. T / F
- 8 Post-sale follow-up includes sending promotional offers and loyalty program invitations. T / F
- 9 Customer service attributes in firmographic information include company size and location. T / F
- 10 Personal selling is part of pre-transaction services where sales associates help with product selection. T / F
- 11 Delivery services are considered pre-transaction services as they prepare customers for their purchase. T / F
- 12 Psychographic information includes customer personality traits and lifestyle choices. T / F

ANSWERS:



INTRODUCTION OF CUSTOMER SERVICES

1. **False.** (Customer service is provided before, during, and after a purchase.)
2. **True.**
3. **False** (These activities fall under retail customer service, not transaction services.)
4. **False.** (Pre-transaction services include convenient hours, parking, and information aid.)
5. **True**
6. **False** (Valet parking is a pre-transaction service)
7. **True**
8. **True**
9. **True**
10. **False** (Personal selling is part of transaction services.)
11. **False.** (Delivery services are part of post-transaction services.)
12. **True**



Chapter 2

Communication in Customer Service



Learning Outcome



Communication in Customer Service

- **Definition of communication in customer service**
- **Types of communication**



Methods of communication used in effective customer service interaction

- **Methods of the communication in customer service**
- **Characteristics of a good listener**
- **Strategies to improve listening skills**
- **Types of nonverbal expression**



COMMUNICATION IN CUSTOMER SERVICE

Customer service communication is the exchange of information, messages, and encounters between a customer and a company or organization representative. It includes both verbal and nonverbal interactions aimed at meeting customer demands, resolving problems, delivering information, and ensuring customer satisfaction.





> AN INTRO OF VERBAL & NONVERBAL COMMUNICATION



TYPES OF COMMUNICATION



Verbal Communication

Verbal communication is the use of spoken and written words for communicating a message or information to another person. In other words, verbal communication occurs when we use words to express ourselves, our feelings, and our thoughts. Even writing to someone is considered verbal communication.



Nonverbal Communication

Nonverbal communication refers to the transmission of messages or signals using nonverbal platforms such as eye contact, facial expressions, gestures, posture and the distance between two individuals.

Methods of Communication in Customer Service



01

Listening

Active, learned process consisting of four phases: receiving/ hearing the message, attending, comprehending/ assigning meaning, and responding.

Writing

The exchange of information, ideas, or messages using written language such as letters, emails, and notes.

02



03



Talking

The use of speech to communicate or express thoughts, feelings, and opinions.

Reading

A cognitive activity that involves decoding symbols to determine meaning. Reading is the active process of generating meanings from words.

04



Characteristics Of A Good Listener



1 EMPATHY

By putting yourself in the place of the customer and attempting to relate to her or his needs, wants, and concerns, you can often reduce the risk of poor service. Some customer service professionals overlook the customer's need for compassion, particularly when the customer is dissatisfied. Such neglect tends to worsen or compound the effects of the initial poor service provided to the consumer.

2 UNDERSTANDING

The ability to listen to the needs of customers and ensuring that you understand them is essential for providing effective customer service. One of the most crucial features of a good listener is engaging in a two-way discussion with the customer. Listening does not imply sitting there in silence. Replying at the appropriate time communicates that you are listening.

3 CONCEPT DEVELOPMENT

Remember that your responsibility is to serve the customer. Not all customer in the same manner. Based on their age, gender, preferences, behavioral style, cultural background, and other factors, every consumer has unique wants and expectations. Take the time to ask questions and actively listen to customer responses before choosing a course of action.

ATTENTIVENESS

By focusing your attention on the customer, you can better interpret his or her message and satisfy his or her needs. Attentiveness can be displayed through nonverbal cues (nodding or cocking of the head to one side or the other, smiling, or using paralanguage).

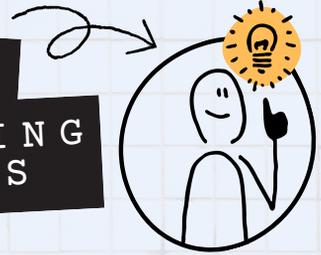
5 OBJECTIVITY

In dealings with customer, try to avoid subjective opinions or judgements. If you have preconceived idea about customers, their concerns or queries, the environment or anything related to the customer, you could mishandle the situation. Listen openly and avoid making assumptions.



Strategies
to improve

LISTENING SKILLS



STOP TALKING!

You cannot talk and actively listen at the same time. When the customer start talking, stop talking and listen carefully. One common mistake that many people make is to ask a question, hesitate, and immediately ask a second question or "clarify" their meaning by providing additional information if no answer was immediately received. A habit like this is confusing to the listener.

c

LISTEN ACTIVELY

Use the basic of sound communication when a customer is speaking. The following strategies are typically helpful in sending and "I care" message when done naturally and with sincerity.

- SMILE!
- Do not interrupt to interject your ideas or make comments unless they are designed to clarify a point made by the customer.
- Sit or stand up straight and make eye contact with the customer.
- Lean forward or turn an ear toward the customer, if appropriate and necessary.
- Paraphrase the customer's statement occasionally.
- Nod and offer affirmative paralinguistic statements ("I see, 'Un-huh,'" "really," "yes") to show that you're following the conversation
- Do not finish a customer's sentences. Let the customer talk.

Focus on complete message. A complete message consists of the words, nonverbal messages and emotions of the customer.

PREPARE YOURSELF

Before you can listen effectively to someone, you must be ready to receive what the person has to say. Focus on your customer by not reading, writing, talking to others, thinking about other things, working on your computer, answering phones, checking incoming text message, dealing with other business matters, or doing anything else that might distract you.

d

SHOW A WILLINGNESS TO LISTEN

By eliminating distractions, sending positive verbal and nonverbal responses and actively focusing on what is being said, you can help the customer relax and have a more meaningful dialogue.

SEND POSITIVE NON VERBAL QUES

Be conscious of the nonverbal messages you are sending. Even when you are verbally agreeing or saying yes, you may be unconsciously sending negative nonverbal message. When talking to your customer, you should make sure that your verbal cues(words) and nonverbal cues (gestures, facial expressions) are in congruence.

Types of Nonverbal Expression

Body Language



- Nonverbal communication cues that send powerful messages through gestures, vocal qualities, manner of dress, grooming, and many other cues.
- By recognizing, understanding and reacting appropriately to the body language of your customers, as well as using positive body language yourself, you will communicate with them more effectively.
- The key to "reading" body language is to realize that your interpretations should be used only as an indicator of the customer's true message meaning.

Tone of voice

- Vocal cues, that is, pitch, volume (loudness), rate, quality, articulation, and other attributes of verbal communication, can send nonverbal messages to customer.
- These vocal changes can send a variety of positive and negative messages.
- Misinterpreting tone of voice is also at the root of many miscommunications.



Appearance and grooming



- The way you look and present yourself physically (hygiene and grooming) and your manner of dress (clothes clean, pressed, and professionally worn with shoes shined) send a message of either professionalism or indifference.
- Through your appearance and grooming habits, you project an image of yourself and the organization.
- Good personal hygiene and attention to your appearance are crucial in a customer environment.

EXERCISE:



COMMUNICATION IN CUSTOMER SERVICE

Read the sentences and circle true (T) or false (F).

- 1 Customer service communication includes both verbal and nonverbal interactions. T / F
- 2 Verbal communication only refers to spoken words, not written communication. T / F
- 3 Nonverbal communication involves the use of words to express thoughts and ideas. T / F
- 4 Listening in customer service is a passive activity where no response is required. T / F
- 5 A good listener should show empathy by understanding the customer's needs and concerns. T / F
- 6 Responding to a customer at the appropriate time shows that you are engaged in listening. T / F
- 7 Objectivity in customer service means providing personalized opinions and judgments. T / F
- 8 Preparing yourself before listening to a customer involves eliminating distractions. T / F
- 9 It is acceptable to interrupt a customer to finish their sentences if you understand their point. T / F
- 10 Smiling and making eye contact are strategies that help in active listening. T / F
- 11 The tone of voice in customer communication does not affect the customer's interpretation of the message. T / F
- 12 Your appearance and grooming can send messages of professionalism or indifference to customers. T / F

ANSWERS:



COMMUNICATION IN CUSTOMER SERVICE

1. **True**
2. **False** (Verbal communication includes both spoken and written words.)
3. **False** (Nonverbal communication refers to messages conveyed through gestures, facial expressions, and posture.)
4. **False** (Listening is an active process that involves receiving, attending, comprehending, and responding)
5. **True**
6. **True**
7. **False** (Objectivity means avoiding subjective opinions or judgments)
8. **True**
9. **False** (You should let the customer finish their sentences)
10. **True**
11. **False** (Tone of voice can send both positive and negative messages.)
12. **True**





CHAPTER 3 HANDLING CUSTOMER COMPLAINTS



LEARNING OUTCOME:



Define complaint handling



Six rules when handling a customer complaint



Display negotiation skills as a customer service provider.

OVERVIEW ON CUSTOMER COMPLAINT



EXAMPLE OF CUSTOMER COMPLAINT



MAKING COMPLAINT

3.1 DEFINE ON COMPLAINT HANDLING

Complaint handling is the process by which businesses address customer complaints **to ensure satisfaction and loyalty**. For instance, if a customer purchases a defective product and contacts the company's support team, the company would first acknowledge the complaint and apologize for the inconvenience. Next, they would investigate the issue, perhaps asking for details like the order number and a description of the defect. After understanding the problem, the company might offer a solution, such as a replacement product or a refund. The issue would be resolved when the customer receives the replacement or refund, and the company might follow up to ensure the customer is satisfied with the resolution. This process not only resolves the immediate issue but also helps the company improve its products and services based on customer feedback.



3.2 SIX RULES WHEN HANDLING A CUSTOMER COMPLAINT

1. Acknowledge the Importance of the Customers:

Show the customer that you value them and their business. This can be done through attentive listening and showing genuine concern.

2. Understand the Importance of the Customer's Problem:

Empathize with the customer and recognize the significance of their issue. Make it clear that you take their problem seriously.

3. Re-state the Problem to the Customer:

Clarify your understanding of the complaint by repeating it back to the customer. This ensures that both parties are on the same page and helps avoid misunderstandings.

4. Think of All Possible Solutions:

Brainstorm and consider various ways to resolve the issue. This step involves creativity and flexibility to find the best possible resolution.

5. Agree on the Solution:

Discuss the potential solutions with the customer and come to a mutual agreement on the best course of action. This ensures that the customer is satisfied with the proposed resolution.

6. Make Sure the Customer Leaves with Positive Feelings:

Ensure the customer leaves feeling valued and satisfied, regardless of the initial complaint. Positive closure can enhance customer loyalty and improve overall customer experience.

HOW TO USE SIX RULES WHEN HANDLING A CUSTOMER COMPLAINT

Scenario:

A customer, Sarah, purchased a blender from an online store, but it stopped working after two weeks of use. She contacts customer support to file a complaint.

1. Acknowledge the Importance of the Customers

Show Sarah that her business is valued and that her satisfaction is important to the company. This can be achieved through a warm and welcoming greeting and by expressing gratitude for her purchase.

Example: "Hello Sarah, thank you for reaching out to us. We really appreciate your purchase and are sorry to hear about the trouble you're experiencing with the blender."

2. Understand the Importance of the Customer's Problem

Empathize with Sarah's frustration and inconvenience. This step involves actively listening to her concerns and demonstrating that her problem is taken seriously.

Example: "I understand how frustrating it must be to have your blender stop working after such a short period. We know how important it is to have reliable kitchen appliances."

3. Re-state the Problem to the Customer

Reiterate Sarah's complaint to ensure you have accurately understood the issue. This helps confirm that you are both on the same page.

Example: "Just to confirm, you mentioned that the blender you purchased two weeks ago has stopped working. Is that correct?"

HOW TO USE SIX RULES WHEN HANDLING A CUSTOMER COMPLAINT

4. Think of All Possible Solutions

Consider various solutions to resolve Sarah's issue. This might involve consulting with colleagues, checking the warranty policy, or exploring different ways to compensate her for the inconvenience.

Example: "Let me check our warranty policy and see what options we have. We could potentially send you a replacement blender, offer a repair service, or provide a refund."

5. Agree on the Solution

Discuss the proposed solutions with Sarah and come to an agreement on the best way to resolve her complaint. Ensure that the chosen solution meets her needs and expectations.

Example: "Sarah, we can send you a brand new replacement blender or issue a full refund. Which option would you prefer?"

6. Make Sure the Customer Leaves with Positive Feelings

Ensure that Sarah feels valued and satisfied with the resolution, regardless of the initial problem. Follow up to make sure she's happy with the outcome.

Example: "Thank you for your patience, Sarah. We will send you a replacement blender right away. It should arrive within the next few days. Please let us know if there is anything else we can assist you with. We truly appreciate your business and hope you have a great day."

HOW TO USE SIX RULES WHEN HANDLING A CUSTOMER COMPLAINT

Follow-up: A few days later, the company could follow up with an email or call: "Hi Sarah, we wanted to check in and make sure your replacement blender arrived and is working perfectly. Is there anything else we can help you with?"



By following these six rules, the company ensures that Sarah feels heard, valued, and satisfied with the resolution of her complaint. This can lead to increased customer loyalty and a positive reputation for the business.

3.3 DISPLAY NEGOTIATION SKILLS AS A CUSTOMER SERVICE PROVIDER

a

KNOW YOUR CUSTOMER

b

ASK QUESTIONS AND LISTEN TO THE VERBAL AND NON-VERBAL MESSAGE

c

IMPORTANCE OF UNDERSTANDING CUSTOMER NEEDS AND PREFERENCES

d

DEMONSTRATE THE WILLINGNESS TO BE FLEXIBLE

e

LEARN TO HANDLE YOUR ANGER AND YOUR CUSTOMER'S ANGER APPROPRIATELY

f

CONSIDER WHAT THE CUSTOMER MAY LOSE IN THE NEGOTIATION PROCESS

g

FIND SOLUTIONS TO DIFFICULT PROBLEMS AND SITUATIONS THAT BENEFIT ALL PARTIES INVOLVED

3.3 DISPLAY NEGOTIATION SKILLS AS A CUSTOMER SERVICE PROVIDER

a. Know Your Customer

Knowing your customer involves understanding their unique needs, preferences, and behaviors. This means gathering relevant information through direct interactions, surveys, and feedback. By knowing your customer, you can tailor your communication and solutions to meet their specific requirements, which builds trust and enhances the overall customer experience. This understanding helps in anticipating customer needs and providing proactive service, leading to more effective and personalized interactions.

b. Ask Questions and Listen to the Verbal and Non-Verbal Message

Effective negotiation requires asking open-ended questions to gather comprehensive information from the customer. Listening attentively to both verbal and non-verbal cues is crucial, as it provides deeper insights into the customer's true feelings and concerns. This active listening helps in identifying underlying issues and emotions, allowing you to respond empathetically and appropriately. Non-verbal messages such as body language, tone of voice, and facial expressions can reveal a lot about the customer's state of mind and intentions.

c. Importance of Understanding Customer Needs and Preferences

Understanding customer needs and preferences is fundamental in delivering satisfactory solutions. It involves recognizing what the customer values most and what drives their purchasing decisions. This understanding allows you to offer products or services that align with their expectations, leading to higher satisfaction and loyalty. By showing that you understand and care about their specific needs, you build a stronger relationship and increase the chances of successful negotiations.

3.3 DISPLAY NEGOTIATION SKILLS AS A CUSTOMER SERVICE PROVIDER

d. Demonstrate the Willingness to Be Flexible

Flexibility in negotiation means being open to alternative solutions and compromises that satisfy both parties. It involves adapting your approach based on the customer's feedback and changing circumstances. Demonstrating flexibility shows that you are willing to work towards a mutually beneficial outcome rather than rigidly sticking to your own terms. This attitude fosters collaboration and helps in finding creative solutions that meet the customer's needs while still achieving your objectives.

e. Learn to Handle Your Anger and Your Customer's Anger Appropriately

Managing emotions, both yours and the customer's, is vital in maintaining a constructive negotiation environment. It's important to stay calm and composed, even when faced with difficult or angry customers. This involves using techniques like deep breathing, taking breaks, and practicing empathy. Understanding the root cause of the customer's anger and addressing it respectfully can help de-escalate the situation. Effective anger management leads to more rational discussions and better outcomes.

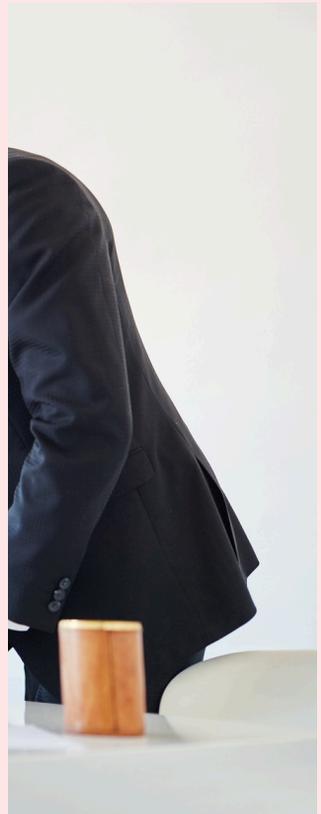
f. Consider What the Customer May Lose in the Negotiation Process

Acknowledging potential losses for the customer during negotiations is crucial for building trust and finding acceptable solutions. It involves identifying and addressing their concerns about what they might sacrifice or miss out on. By considering their perspective and offering reassurances or compensatory benefits, you show empathy and understanding. This approach helps in creating a balanced negotiation where both parties feel valued and fairly treated.

3.3 DISPLAY NEGOTIATION SKILLS AS A CUSTOMER SERVICE PROVIDER

g. Find Solutions to Difficult Problems and Situations That Benefit All Parties Involved

Successful negotiation aims to create win-win solutions where both parties benefit. This involves collaborative problem-solving and thinking creatively to address challenges. By focusing on shared goals and interests, you can identify options that satisfy both the customer's needs and your business objectives. This approach not only resolves immediate issues but also strengthens the long-term relationship by demonstrating a commitment to mutual success.



HOW TO DISPLAY NEGOTIATION SKILLS AS A CUSTOMER SERVICE PROVIDER

A customer, Emily, bought a washing machine from an appliance store, but it stopped working after three months. Emily contacts customer service to file a complaint and seeks a resolution.

1. Know Your Customer

Understand who Emily is, her purchase history, and her preferences. This helps in personalizing the interaction and building rapport.

Example: "Hello Emily, I see that you purchased our top-loading washing machine three months ago. Thank you for choosing our store for your appliance needs."

2. Ask Questions and Listen to Verbal and Non-Verbal Messages

Ask open-ended questions to gather more information about Emily's issue and actively listen to her responses. Pay attention to her tone and any non-verbal cues if communicating in person or via video call.

Example: "Can you please describe the problems you are experiencing with your washing machine? When did you first notice these issues, and have they been consistent?"

3. Importance of Understanding Customer Needs and Preferences

Understand what Emily values most, whether it's a quick resolution, a replacement, or a refund. This helps in proposing solutions that align with her needs.

Example: "I understand how inconvenient it is to have your washing machine break down, especially with a busy household. We want to ensure we provide a resolution that works best for you."

HOW TO DISPLAY NEGOTIATION SKILLS AS A CUSTOMER SERVICE PROVIDER

4. Demonstrate the Willingness to Be Flexible

Show that you are open to different solutions and willing to work with Emily to find the best outcome. Flexibility can help in reaching a mutually beneficial agreement.

Example: "We have a few options available: we can schedule a repair service at your earliest convenience, offer a replacement washing machine, or provide a refund. Which option would you prefer?"

5. Learn to Handle Your Anger and Your Customer's Anger Appropriately

Stay calm and composed, even if Emily is upset. Acknowledge her frustration and address it without escalating the situation.

Example: "I understand that this situation is frustrating, Emily, and I apologize for the inconvenience. Let's work together to find a solution that you are happy with."

6. Consider What the Customer May Lose in the Negotiation Process

Be mindful of what Emily might perceive as a loss, such as time without a washing machine or potential costs. Address these concerns proactively.

Example: "We can expedite the repair service to minimize the time you are without a washing machine. Additionally, we can provide a temporary unit if you choose the repair option."

7. Find Solutions to Difficult Problems and Situations That Benefit All Parties Involved

Aim to find a resolution that satisfies Emily and maintains the company's standards and policies. This involves creativity and a focus on win-win solutions.

Example: "Given the inconvenience, we can offer you a replacement washing machine with free delivery and installation. If you prefer a refund, we will process it promptly and assist you in selecting a new model if needed."

EXERCISE:



HANDLING CUSTOMER COMPLAINTS

Read the sentences and circle true (T) or false (F).

- 1 Complaint handling involves acknowledging the customer's issue and providing a solution. T / F
- 2 When handling a customer complaint, it's essential to ensure the customer leaves with negative feelings to prevent future complaints. T / F
- 3 Re-stating the customer's problem is an unnecessary step in complaint handling. T / F
- 4 Brainstorming possible solutions is a crucial part of the complaint-handling process. T / F
- 5 Displaying negotiation skills requires understanding customer needs and preferences. T / F
- 6 Flexibility in negotiation means sticking strictly to the company's policies without considering the customer's situation. T / F
- 7 Effective complaint handling does not require any follow-up with the customer. T / F
- 8 Listening to both verbal and non-verbal messages is crucial in negotiation. T / F
- 9 Managing emotions during negotiations is important to maintain a constructive environment. T / F
- 10 Considering what the customer may lose in the negotiation process is not necessary. T / F
- 11 Successful negotiation aims to create win-win solutions for both parties. T / F
- 12 Finding solutions to difficult problems requires creativity and a focus on mutual benefits. T / F

ANSWERS:



HANDLING CUSTOMER COMPLAINTS

1. **True**
2. **False** (The goal is to make sure the customer leaves with positive feelings.)
3. **False** (Re-stating ensures both parties understand the issue correctly.)
4. **True**
5. **True**
6. **False (Flexibility involves adapting your approach based on the customer's feedback.)**
7. **True**
8. **False**(Leniency error involves giving uniformly high ratings.)
9. **True**
10. **False** (Acknowledging potential losses builds trust and helps in finding acceptable solutions)
11. **True**
12. **True**



CHAPTER 4

THE DIVERSITY IN CUSTOMER SERVICE



LEARNING OUTCOME:



Identify the diversity of customers group



Explain the diversity in customer service



Display the way to communicate with diverse customer group.

Introduction to the Diversity in Customer Service

Diversity in customer service refers to **the practice of recognizing, respecting, and valuing** the **differences** among customers and employees. This includes variations in **race, ethnicity, gender, age, religion**, language, abilities, and socioeconomic backgrounds. Embracing diversity in customer service means creating an inclusive environment where all customers feel welcomed and valued, which can lead to improved customer satisfaction and loyalty. By understanding and accommodating the unique needs and preferences of a diverse customer base, businesses can provide more personalized and effective service. Additionally, a diverse customer service team can bring a variety of perspectives and problem-solving approaches, enhancing the overall quality of service and fostering innovation. In essence, diversity in customer service is not only a moral imperative but also a strategic advantage that can drive business success.

Overview of the Diversity in Customer Service



DIVERSITY IN CUSTOMER SERVICE

4.1 Identify the Diversity in Customer Service

1. Customer with language differences

These customers may not speak the local language fluently or may prefer communicating in their native language.



2. Customer with disabilities

This group includes individuals with physical, sensory, mental, or intellectual impairments.

3. Elderly customer

Older adults, often retirees, who may have different needs and preferences compared to younger customers.



4. Younger Customer

This group includes children, teenagers, and young adults who are often tech-savvy and value quick, efficient service.



a. Customer with language differences

Characteristics:

- These customers may not speak the local language fluently or may prefer communicating in their native language.
- They might include immigrants, tourists, or expatriates.

Challenges:

- Language barriers can lead to misunderstandings, frustration, and ineffective communication.

Examples:

- Tourists: A tourist from France visiting Malaysia may not speak Malay or English well. They might need assistance in French to understand local services or products.
- Immigrants: A new immigrant from China living in the U.S. might prefer communicating in Mandarin when accessing services such as banking or healthcare.

Solutions:

- Provide multilingual customer support.
- Use translation services or apps.
- Employ staff who speak multiple languages.



b. Customer with disabilities

Characteristics:

- This group includes individuals with physical, sensory, mental, or intellectual impairments.
- Disabilities can be visible (e.g., wheelchair users) or invisible (e.g., hearing impairments, autism).

Challenges:

- They may require specific accommodations, such as accessible facilities, assistive technologies, or personalized service.

Examples:

- Wheelchair Users: A customer using a wheelchair might need ramps, wide aisles, and accessible restrooms in a retail store.
- Hearing Impaired: A hearing-impaired customer might require a sign language interpreter or written communication in a healthcare setting.
- Visually Impaired: A visually impaired customer might need braille menus or audible cues in a restaurant.

Solutions:

- Ensure physical accessibility (e.g., ramps, elevators).
- Provide assistive devices (e.g., screen readers, hearing aids).
- Train staff on how to assist customers with disabilities.



c. Elderly Customer



Characteristics:

- Older adults, often retirees, who may have different needs and preferences compared to younger customers.
- They might experience age-related physical limitations such as reduced mobility, hearing, or vision.

Challenges:

- They may require more time and patience from service providers.
- They might prefer traditional modes of communication over digital ones.

Examples:

- Healthcare Services: Elderly patients might need more time during medical consultations and may require clear, simple explanations about their treatment options.
- Retail Services: Older customers might prefer shopping in-store rather than online, valuing personal interaction and assistance.

Solutions:

- Provide seating and easily accessible facilities.
- Use clear, large print materials.
- Offer patient and empathetic service.



d. Younger Customer

Characteristics:

- This group includes children, teenagers, and young adults who are often tech-savvy and value quick, efficient service.
- They have high expectations for digital communication and prefer instant responses.

Challenges:

- They might prefer self-service options and digital interactions.
- They may have shorter attention spans and expect engaging, interactive content.

Examples:

- Retail: Young customers might prefer using mobile apps for shopping and expect features like online chat support and quick delivery options.
- Entertainment: Teenagers might engage more with brands that offer interactive and multimedia content, such as video tutorials or gamified experiences.

Solutions:

- Provide robust digital and self-service options.
- Ensure quick and responsive communication channels (e.g., social media, live chat).
- Create engaging, interactive content tailored to their preferences.

4.2 The Diversity in Customer Service

Diversity in customer service involves recognizing and adapting to the varying needs, preferences, and expectations of different customer groups. This approach ensures that all customers feel valued and respected, leading to improved customer satisfaction and loyalty. It can be explain by:

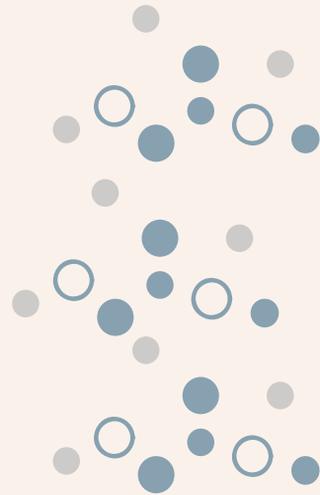
Cultural Competence

Accessibility

Personalization

Inclusivity

Empathy and Patience



1. Cultural competence

Cultural competence is the ability to understand, communicate with, and effectively interact with people across cultures.

Examples:

- Retail Store: A store in a multicultural city trains its staff on cultural norms and etiquette. For example, understanding that some cultures value personal space more than others, or that certain gestures may be considered rude.
- Food Services: A restaurant in a diverse neighborhood offers a menu in multiple languages and provides halal or kosher options to cater to different cultural and religious dietary requirements.

Implementation:

- Training: Conduct regular cultural sensitivity training for employees.
- Adaptation: Customize services and products to reflect the cultural diversity of the customer base.

2. Accessibility

Accessibility in customer service means making services available and usable by all people, regardless of their physical or mental abilities.

Examples:

- Banking: A bank installs ATMs that are accessible to wheelchair users and offers services such as talking ATMs for visually impaired customers.
- E-commerce: An online store ensures its website is compatible with screen readers and includes text descriptions for images to assist visually impaired customers.

Implementation:

- Facilities: Ensure physical spaces are accessible (ramps, elevators, wide aisles).
- Technology: Use assistive technologies and provide alternative communication formats (braille, large print).

3. Personalization



Personalization involves tailoring customer interactions to meet the specific needs and preferences of individual customers.

Examples:

- Healthcare: A clinic keeps detailed records of patients' preferences and needs, such as preferred language and specific health concerns, to provide personalized care.
- Hospitality: A hotel notes the preferences of repeat guests, such as room type, dietary restrictions, and preferred amenities, to offer a customized experience during their stay.

Implementation:

- Data Collection: Gather and analyze customer data to understand preferences.
- Customer Profiles: Create detailed profiles to personalize future interactions.

4. Inclusivity

Inclusivity means creating an environment where all customers feel welcome, respected, and valued.

Examples:

- Retail: A clothing store includes mannequins of different body sizes and offers a wide range of sizes to promote body positivity and inclusivity.
- Tech Industry: A tech company runs marketing campaigns featuring people from various backgrounds and abilities, showcasing the inclusiveness of their products.

Implementation:

- Marketing: Use inclusive imagery and language in advertising and promotional materials.
- Service Design: Design services and products with inclusivity in mind, considering the diverse needs of potential users.



5. Empathy and Patience

Empathy involves understanding and sharing the feelings of customers, while patience is the ability to remain calm and composed during customer interactions.

Examples:

- **Customer Support:** A support agent dealing with an elderly customer takes extra time to explain the steps needed to resolve an issue, speaking slowly and clearly to ensure understanding.
- **Retail:** A store employee helps a customer with disabilities navigate the store and find products, showing empathy and patience throughout the interaction.

Implementation:

- **Training:** Train employees in active listening, empathy, and conflict resolution.
- **Supportive Environment:** Foster a workplace culture that values patience and understanding.



4.3 THE WAY TO COMMUNICATE WITH DIVERSE CUSTOMER GROUP

a. Customers with Language Differences

- Use Clear, Simple Language: Avoid jargon and complex sentences. Speak slowly and clearly.
- Visual Aids: Use diagrams, pictures, or written materials to support verbal communication.
- Translation Services: Offer translation apps or services for better understanding.
- Cultural Sensitivity: Be aware of cultural differences in communication styles and etiquette.



b. Customers with Disabilities

- Ask for Preferences: Inquire about the best way to communicate or assist them.
- Accessible Communication: Use large print, Braille, or sign language interpreters as needed.
- Patience and Empathy: Show understanding and patience, giving them extra time if necessary.
- Assistive Technologies: Utilize tools such as screen readers or hearing aids.



4.3 THE WAY TO COMMUNICATE WITH DIVERSE CUSTOMER GROUP

c. Elderly Customers

- **Respectful Address:** Use titles and last names unless invited to do otherwise.
- **Clear and Loud Communication:** Speak clearly and at a moderate volume. Ensure they understand by asking for feedback.
- **Patience and Empathy:** Allow more time for decision-making and responses.
- **Written Information:** Provide printed materials for future reference.



d. Younger Customers

- **Tech-Savvy Interaction:** Use digital channels such as chat, social media, or apps.
- **Quick Responses:** Offer fast and efficient service, as younger customers often expect immediacy.
- **Engaging Content:** Use interactive and engaging methods like videos or gamified experiences.
- **Self-Service Options:** Provide self-service tools such as FAQs, online portals, or mobile apps.



EXERCISE:



THE DIVERSITY IN CUSTOMER SERVICE

Read the sentences and circle true (T) or false (F).

- 1 Customers with language differences may include immigrants, tourists, or expatriates. T / F
- 2 Disabilities among customers are always visible, such as wheelchair use. T / F
- 3 Elderly customers typically prefer digital communication over traditional methods. T / F
- 4 Younger customers often value quick and efficient service, expecting digital communication. T / F
- 5 Providing multilingual customer support is a solution to the challenges faced by customers with language differences. T / F
- 6 Physical accessibility features like ramps and wide aisles are not necessary for customers with disabilities. T / F
- 7 Offering interactive content is an effective way to engage younger customers. T / F
- 8 Personalization in customer service involves offering the same service to every customer. T / F
- 9 Inclusivity in customer service means that only certain groups of customers should feel valued and respected. T / F
- 10 Empathy in customer service involves understanding and sharing the feelings of customers. T / F
- 11 Training employees in cultural competence is not necessary for customer service. T / F
- 12 Using visual aids is recommended when communicating with customers who have language differences. T / F

ANSWERS:



THE DIVERSITY IN CUSTOMER SERVICE

1. **True**
2. **False** (Disabilities can be invisible, like hearing impairments or autism.)
3. **False**(Elderly customers often prefer traditional modes of communication.)
4. **True**
5. **True**
6. **False**(Such features are essential to accommodate customers with physical disabilities.)
7. **True**
8. **False**(Personalization involves tailoring interactions to meet individual customer needs)
9. **False** (Inclusivity means that all customers should feel welcome, respected, and valued)
10. **True**
11. **False** (Training in cultural competence is important for effectively interacting with diverse customer groups.)
12. **True**



CHAPTER 5

CUSTOMER RETENTION AND MEASUREMENT OF CUSTOMER SATISFACTION



LEARNING OUTCOME:

-  Explain customer service
-  Identify customer loyalty
-  Organize the development of customer retention program

5.1 CUSTOMER RETENTION

Customer retention refers to the ability of a company to retain its customers over a period of time. It's a measure of customer loyalty and the likelihood that a customer will return to make future purchases. Retaining customers is often more cost-effective than acquiring new ones, as existing customers are already familiar with the brand and its products or services.

Effective customer retention strategies lead to loyal customers, higher profits, and a more sustainable business model. Companies like Starbucks exemplify successful retention through rewards programs, consistent quality, and customer engagement.



CUSTOMER RETENTION

5.2 Identifying Customer Loyalty

Customer loyalty refers to a customer's consistent preference for one company's products or services over its competitors. Loyal customers are those who repeatedly buy from a specific brand, often regardless of price or convenience, due to a positive experience, satisfaction, and trust in the brand.

Customer loyalty is characterized by repeat purchases, willingness to pay a premium, positive word-of-mouth, and resilience to competitive offers. Apple exemplifies customer loyalty through its integrated product ecosystem, high-quality standards, exceptional customer experience, and strong emotional connection with its customers. By focusing on these aspects, companies can build and maintain a loyal customer base.



Identify sources of a Customer Satisfaction Retention Program.



a. Customer need

Customer need refers to the fundamental requirements and desires that drive customers to seek out and purchase products or services. Understanding customer need involves identifying what customers are looking for in terms of functionality, quality, convenience, and emotional satisfaction. This can be uncovered through direct feedback, surveys, purchase behavior, and market research. By accurately identifying and addressing these needs, businesses can create offerings that resonate with customers, enhance satisfaction, and build loyalty, ultimately leading to better customer retention and business success.



b. Specific Objective to be realized by the program

The specific objective to be realized by a customer retention program is to increase the overall customer lifetime value (CLV) by enhancing customer satisfaction and loyalty. This includes reducing churn rates, boosting repeat purchase rates, and encouraging positive word-of-mouth referrals. By setting measurable goals such as improving Net Promoter Scores (NPS), increasing the frequency of customer purchases, and extending the average duration of customer relationships, businesses can systematically track and achieve these objectives.



c. Manageable program of customer retention

A manageable program of customer retention is a structured approach designed to systematically enhance customer loyalty and satisfaction. This involves identifying key touchpoints in the customer journey and implementing targeted strategies such as personalized communication, loyalty rewards, and exceptional customer service at each stage. The program should be data-driven, leveraging metrics like churn rates, repeat purchase rates, and customer feedback to continuously monitor and refine efforts.



d. Cultural that stimulate customer retention

A culture that stimulates customer retention is one where customer-centric values are deeply embedded within the organization, driving every aspect of the business. This culture prioritizes exceptional customer service, empathy, and proactive engagement, ensuring that employees at all levels understand the importance of building and maintaining strong customer relationships.



e. Timetable for evaluation

A timetable for evaluation in a customer retention program outlines specific periods for assessing the effectiveness of retention strategies and making necessary adjustments. This timetable typically includes regular intervals, such as monthly or quarterly reviews, where key performance indicators (KPIs) like customer satisfaction scores, churn rates, and repeat purchase rates are analyzed.

a. Customer Need

To develop a successful customer retention program, gather information from customer surveys, feedback, behavioral data, and market research for understanding customer needs.



Customer Surveys

- Conduct surveys to understand customer preferences, pain points, and satisfaction levels.
- Tools: SurveyMonkey, Google Forms.



Customer Feedback

- Analyze feedback from various channels such as emails, social media, and customer service interactions.
- Tools: Zendesk, Feedback Hub



Behavioral Data

- Study purchase history, browsing patterns, and product usage to identify customer needs.
- Tools: Google Analytics, Matomo



Market Research Reports

- Use industry reports to gain insights into general customer needs and trends.
- Sources: Nielsen Malaysia, IDC Malaysia

b. Specific Objective to be realized by the program

The specific objective to be realized by a customer retention program is to increase the overall customer lifetime value (CLV) by enhancing customer satisfaction and loyalty.



Company Goals and KPIs

- Map the customer journey to identify touchpoints for implementing retention strategies.
- Tools: Microsoft Team, Zoom



Customer Lifetime Value (CLV) Analysis:

- Set objectives based on increasing CLV through improved retention rates.
- Tools: Customer relationship management (CRM) software, financial analysis tools.



Competitor Analysis:

- Identify objectives by analyzing competitors' retention strategies and their outcomes.
- Sources: Industry analysis, benchmarking reports.

c. Manageable Program of Customer Retention

A manageable program of customer retention is a structured approach designed to systematically enhance customer loyalty and satisfaction.



Customer Journey Mapping

- Map the customer journey to identify touchpoints for implementing retention strategies.
- Tools: Lucidchart, Microsoft Visio.



Retention Metrics and Analytics

- Use metrics like churn rate, repeat purchase rate, and NPS to monitor and manage retention efforts.
- Tools: Salesforce, HubSpot.



Customer Retention Models

- Develop and implement models based on best practices and case studies from successful programs.
- Sources: Harvard Business Review, McKinsey & Company reports.



d. Culture that Stimulates Customer Retention

A culture that stimulates customer retention is one where customer-centric values are deeply embedded within the organization, driving every aspect of the business.



Employee Training Programs:

- Provide training to employees on customer service excellence and relationship-building.
- Sources: LinkedIn Learning, Coursera.



Company Values and Mission Statements

- Embed customer-centric values in the company's culture and operations.
- Sources: Internal documentation, leadership communications.



Employee Feedback

- Collect and act on feedback from employees about customer interactions and company culture.
- Tools: Employee surveys, feedback platforms like Culture Amp.



Best Practices and Case Studies

- Learn from companies known for strong customer retention cultures.
- Sources: Books, industry publications.



e. Timetable for Evaluation

A timetable for evaluation in a customer retention program outlines specific periods for assessing the effectiveness of retention strategies and making necessary adjustments.



Project Management Tools:

- Use tools to create and track timelines for implementing and evaluating retention programs.
- Tools: Asana, Trello.



Quarterly Business Reviews (QBRs)

- Schedule regular reviews to assess progress against retention goals.
- Sources: Internal meeting schedules, performance review documents.



Annual Reports and Analysis

- Conduct annual reviews of retention strategies and their effectiveness.
- Sources: Internal business analysis reports, external audit reports.



Continuous Monitoring

- Implement real-time monitoring of key metrics to allow for ongoing adjustments and improvements.
- Tools: Business intelligence platforms like Tableau, Power BI.



Sources of Information about customers' satisfaction level



a. Informal survey

Description: Informal surveys are quick and straightforward methods to gauge customer satisfaction through targeted questions.

Implementation: Conduct surveys via email, social media polls, or in-store feedback stations to gather immediate feedback on specific aspects of the customer experience.

Tools: SurveyMonkey, Google Forms, social media platforms.



b. Comment card

Description: Comment cards provide customers with a physical or digital form to provide detailed feedback about their experience.

Implementation: Place comment cards in-store or include them with online orders. Collect and analyze comments regularly to identify trends and areas for improvement.

Tools: Custom-designed cards, online form builders.



c. Verbal comment

Description: Verbal comments are direct feedback given by customers during interactions with customer service representatives or in-store personnel.

Implementation: Train employees to actively listen to customer feedback and document recurring issues or positive comments for further analysis.

Tools: CRM systems for recording feedback, training programs for staff.



d. Historical data

Description: Historical data refers to past customer interactions, purchase behavior, and feedback accumulated over time.

Implementation: Analyze data from CRM systems, sales records, and customer service logs to identify patterns, trends, and changes in satisfaction levels over time.

Tools: CRM software, data analytics platforms (e.g., Tableau, Power BI).

Sources of Information about customers' satisfaction level



e. Discussion with internal

Description: Internal discussions involve gathering insights and feedback from employees across different departments who interact directly or indirectly with customers.

Implementation: Conduct regular meetings, workshops, or focus groups with customer-facing teams such as customer service, sales, and marketing. Encourage open dialogue to share customer feedback, pain points, and suggestions for improvement.

Tools:

- Meeting Tools: Use platforms like Zoom, Microsoft Teams, or Google Meet for virtual discussions.
- Feedback Collection: Implement internal surveys or feedback forms to gather insights systematically.



f. Toll free phone number

Description: Toll-free phone numbers provide customers with a direct line to customer service representatives to voice concerns, provide feedback, or seek assistance.

Implementation: Monitor incoming calls for customer feedback and issues raised. Use call recordings and transcripts to capture detailed feedback and analyze customer interactions.

Tools:

- Call Monitoring Systems: Utilize CRM systems with call recording capabilities (e.g., Salesforce, Zendesk).
- Feedback Management: Implement systems to categorize and track customer issues and resolutions.



g. Sales Interaction

Description: Sales interactions involve customer engagements throughout the sales process, including inquiries, negotiations, and post-sale follow-ups.

Implementation: Capture feedback during sales interactions to understand customer preferences, satisfaction levels, and areas needing improvement. Document feedback in CRM systems and sales reports.

Tools:

- CRM Software: Use CRM platforms to track customer interactions, preferences, and feedback (e.g., HubSpot, Zoho CRM).
- Sales Reports: Analyze sales data and customer feedback to identify trends and opportunities.

EXERCISE:



CUSTOMER RETENTION AND MEASUREMENT OF CUSTOMER SATISFACTION

Match the correct answer by draw a line

CUSTOMER
RETENTION

Regular intervals for
assessing the
effectiveness of
retention strategies

CUSTOMER
LOYALTY

A structured approach
designed to systematically
enhance customer loyalty
and satisfaction..

MANAGEABLE
PROGRAM OF
CUSTOMER
RETENTION

A customer's consistent
preference for a
company's products or
services..

TIME TABLE FOR
EVALUATION

Jelly-like substance that
fills the cell.

CULTURE THAT
STIMULATES
CUSTOMER
RETENTION

Customer-centric values
deeply embedded within
the organization.

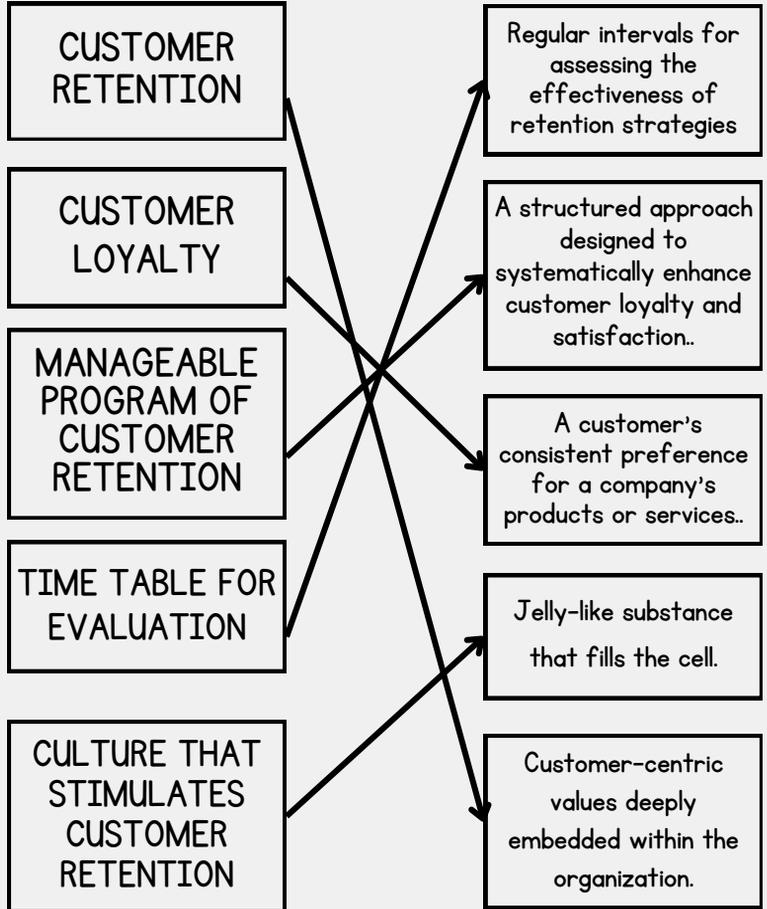


ANSWER



CUSTOMER RETENTION AND MEASUREMENT OF CUSTOMER SATISFACTION

Match the correct answer by draw a line



CHAPTER 6

TECHNOLOGY IN CUSTOMER SERVICES



LEARNING OUTCOMES:-

-  Demonstrate how retailers are utilizing technology in customer service
-  Explain Customer Relationship Management (CRM)
-  Present Customer Relationship Management System.

Overview on How Retailer are utilizing technology in customer services



USING TECHNOLOGY IN CUSTOMER SERVICE



BUSINESS IMPROVING CUSTOMER SERVICE BY USING NEW TECHNOLOGY

6.1 How Retailer are utilizing technology in customer services

a. Call Center

Retailers use call centers to handle customer inquiries, complaints, and support requests via telephone.

Implementation:

- **Interactive Voice Response (IVR):** Automated systems route calls based on customer input, reducing wait times and directing customers to the right department.
- **Call Recording and Analytics:** Record and analyze customer calls to monitor service quality, identify trends, and improve agent training.
- **CRM Integration:** Integrate with CRM systems to access customer history and personalize interactions.

Tools:

- **Zendesk Talk:** Offers cloud-based call center software with IVR capabilities.
- **Twilio:** Provides programmable voice APIs for building custom call center solutions.
- **Salesforce Service Cloud:** Includes call center capabilities with CRM integration.

b. Mobile Technologies

Mobile technologies enable retailers to provide customer service through mobile devices, apps, and messaging platforms.

Implementation:

- **Mobile Apps:** Offer customer support via in-app chat, FAQs, and real-time notifications.
- **SMS and Messaging Apps:** Provide customer service through SMS, WhatsApp, Facebook Messenger, and other messaging platforms.
- **Mobile Payments:** Allow customers to make purchases, track orders, and manage accounts through mobile apps.

Tools:

- **Live Person:** Provides mobile messaging solutions for customer engagement.
- **WhatsApp Business API:** Enables businesses to communicate with customers via WhatsApp.
- **Apple Business Chat:** Allows customer service interactions within iMessage.

How Retailer are utilizing technology in customer services

c. Social Media

Retailers use social media platforms to engage with customers, address inquiries, and manage feedback publicly.

Implementation:

- **Social Listening:** Monitor mentions, hashtags, and comments to proactively respond to customer issues and trends.
- **Customer Support Channels:** Use direct messaging (DMs) and comments for private or public responses to customer queries.
- **Social Commerce:** Enable direct purchases through platforms like Instagram Shopping or Facebook Marketplace.

Tools:

- **Hootsuite:** Manages multiple social media accounts and monitors brand mentions.
- **Sprout Social:** Provides social media management and customer engagement tools.
- **Zendesk Social Messaging:** Integrates social media channels with customer service platforms

d. Internet

Retailers utilize the internet for online customer service through websites, email, and self-service portals.

Implementation:

- **Online Chat Support:** Offer real-time assistance via chatbots or live chat on websites.
- **Email Support:** Handle customer inquiries and support requests through email ticketing systems.
- **Self-Service Portals:** Provide FAQs, knowledge bases, and troubleshooting guides for customers to find answers independently.

Tools:

- **Freshdesk:** Offers helpdesk software with email ticketing and knowledge base features.
- **LiveChat:** Provides live chat support software for website customer engagement.
- **Zendesk Support:** Includes email ticketing, self-service options, and community forums.

6.2 Define Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a comprehensive strategy and set of practices that businesses use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving customer retention, satisfaction, and loyalty. CRM systems and approaches help businesses build strong relationships with customers by collecting and storing data on customer interactions, providing insights for personalized marketing, sales, and service. This enables businesses to better understand their customers' needs and behaviors, anticipate future needs, and effectively manage customer relationships to maximize profitability and growth.

Example:

CRM involves using strategies and technologies to manage and nurture relationships with customers.

For example, a retail company might implement CRM by using a CRM software like HubSpot to track customer interactions across various touchpoints such as their website, social media, and email campaigns.

They could use this data to segment customers based on their preferences and behaviors, personalize marketing messages, and provide targeted promotions. By centralizing customer data and streamlining communication, the company can improve customer satisfaction, increase retention rates, and ultimately drive revenue growth through more effective customer relationships.



**CLICK THIS PICTURE FOR
FURTHER EXPLANATION**

Benefits of customer relationship management



Improved Customer Relationships

CRM systems help businesses build stronger relationships with customers by providing a centralized platform for storing and managing customer data. This enables businesses to understand customer preferences, track interactions, and deliver personalized experiences, leading to higher customer satisfaction and loyalty.



Enhanced Customer Service

CRM systems streamline customer service processes by enabling faster response times, efficient case management, and access to customer history and preferences. This allows customer service teams to resolve issues promptly, provide personalized support, and improve overall service quality.



Increased Sales Efficiency

CRM software automates sales tasks such as lead management, opportunity tracking, and pipeline management. By prioritizing leads and providing insights into customer behavior and preferences, CRM systems help sales teams focus on high-value opportunities, shorten sales cycles, and improve conversion rates.



Better Marketing ROI

CRM systems enable targeted and personalized marketing campaigns based on customer segmentation and behavior analysis. By understanding customer preferences and purchase history, marketers can create tailored campaigns that resonate with their audience, resulting in higher engagement rates and improved return on investment (ROI).



Data-driven Decision Making

CRM software provides valuable insights through reporting and analytics capabilities. Businesses can analyze customer trends, track key performance indicators (KPIs), and measure the effectiveness of sales and marketing efforts. This data-driven approach allows businesses to make informed decisions, optimize strategies, and drive continuous improvement across all customer-facing functions.



6.3 CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM



Electronic Mail (eMail)



Facsimile Machine (Fax)



Instant Messaging



Intelligent Callback Technology



Interactive Kiosks or Digital Display



Screen Pop-ups



E-POS system



a. Electronic Mail (E- mail)

Electronic Mail (Email) is a widely used method of exchanging digital messages over the internet or other computer networks.

Email allows users to send text-based messages, attachments (such as documents, images, or videos), and links to recipients instantly. Messages are typically composed using email clients or web-based interfaces and are delivered to the recipient's email address, which serves as a unique identifier. Email operates on the Simple Mail Transfer Protocol (SMTP) for sending messages and the Post Office Protocol (POP) or Internet Message Access Protocol (IMAP) for retrieving messages from a mail server.



b. Facsimile (Fax) Machine

A Facsimile (Fax) Machine is a device used for transmitting scanned images, text, or documents over a telephone line to another fax machine or fax-enabled device.

Fax machines convert printed documents into electronic signals that can be transmitted through telephone lines to another fax machine. The receiving fax machine interprets these signals and prints out a copy of the transmitted document. Originally developed as a way to send images electronically, fax machines have evolved to handle text documents and images with varying degrees of quality.



c. Instant Messaging

Instant Messaging (IM) refers to real-time, text-based communication between two or more users over the internet. It enables individuals or groups to exchange messages instantly, facilitating quick and direct communication.

Instant messaging allows users to send text messages, emojis, files, and multimedia (such as images and videos) in real-time through dedicated applications or platforms. Unlike email, which operates asynchronously and may have delays in message delivery, instant messaging ensures immediate interaction between participants who are online simultaneously.



d. Intelligent callback technology

Intelligent callback technology refers to a sophisticated method used in customer service and call centers to enhance customer experience by optimizing call handling and reducing wait times.

Intelligent callback technology is designed to manage incoming customer calls more efficiently by offering callers the option to request a callback instead of waiting on hold. When a customer opts for a callback, the system automatically schedules a return call from a customer service representative at a later time. This approach aims to improve customer satisfaction by reducing wait times, minimizing frustration, and optimizing agent availability.



e. Interactive Kiosks or Digital display

Interactive Kiosks or Digital Displays refer to self-service machines equipped with touchscreens and interactive features that provide information, services, or transactions to users.

Interactive kiosks and digital displays are physical terminals equipped with user-friendly interfaces, typically featuring touchscreens, keyboards, or other input methods. They are designed to engage users and provide a range of functionalities, such as accessing information, completing transactions, or navigating through content. These technologies are widely used in various settings, including retail stores, airports, hospitals, hotels, museums, and public spaces.



f. Screen Pop-ups

Screen pop-ups refer to a user interface feature where a small window or dialog box appears suddenly on the screen, usually triggered by a specific action or event.

Screen pop-ups are graphical user interface elements that appear on a computer or device screen, overlaying existing content or applications. They are commonly used in software applications, websites, and operating systems to convey important information, alerts, notifications, or prompts to users. Screen pop-ups can vary in size, design, and functionality based on their purpose and context of use.



g. E-POS system

An E-POS (Electronic Point of Sale) system is a computerized network of hardware and software components used for processing transactions at the point of sale in retail, hospitality, and other businesses.

E-POS systems replace traditional cash registers with computer terminals that are equipped to handle sales transactions, manage inventory, track sales data, and perform various other functions related to business operations. These systems integrate hardware components such as barcode scanners, receipt printers, cash drawers, and payment terminals with software applications that facilitate sales management and business operations.



ELECTRONIC POINT OF SALE SYSTEMS

EXERCISE:



TECHNOLOGY IN CUSTOMER SERVICES

Read the sentences and circle true (T) or false (F).

- 1 Retailers use call centers to handle customer inquiries, complaints, and support requests via telephone T / F
- 2 Interactive Voice Response (IVR) systems in call centers help reduce wait times by routing calls based on customer input. T / F
- 3 Call recording and analytics in call centers are used to decrease the number of customer calls. T / F
- 4 CRM integration in call centers allows agents to access customer history and personalize interactions T / F
- 5 Zendesk Talk is an example of a tool that offers cloud-based call center software with IVR capabilities. T / F
- 6 Mobile technologies enable retailers to provide customer service only through SMS. T / F
- 7 Social listening allows retailers to proactively respond to customer issues and trends by monitoring mentions, hashtags, and comments. T / F
- 8 Freshdesk is a tool used for managing multiple social media accounts and monitoring brand mentions. T / F
- 9 Customer Relationship Management (CRM) helps businesses build strong relationships with customers by providing insights for personalized marketing, sales, and service T / F
- 10 An E-POS (Electronic Point of Sale) system is a computerized network used for processing transactions and managing inventory at the point of sale. T / F

ANSWER:



TECHNOLOGY IN CUSTOMER SERVICES

1. **True**
2. **True**
3. **False**(They are used to monitor service quality, identify trends, and improve agent training.)
4. **True**
5. **True**
6. **False**(Mobile technologies include mobile apps, SMS, messaging apps, and mobile payments.)
7. **True**
8. **False**(Freshdesk offers helpdesk software with email ticketing and knowledge base features. Hootsuite is used for managing social media accounts.)
9. **True**
10. **True**



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