



WHOLESALE AND RETAIL : WHRT4

LESSON 5

UNIT STANDARD: 259938

NOTICE AND ACTIVITIES

THE IMPORTANCE OF CUSTOMER SERVICE

Good standards of customer service.

NB: By the end of this unit, you should be able to:

Identify examples of good customer service in at least three formal retail and wholesale organisations.

- Identify examples of good customer service in at least three outlets.
- Describe and identify good customer service standards for an informal outlet.

What is good customer service?

Good customer service cannot be summarized in one short section, but should be seen as a whole package that is offered to customers by a business. The factors that contribute to the package of good customer service are as follows:

Attending to the customer's requirements

This means that the employee must have background knowledge of the business and the products that the business sells.

Having a helpful attitude

When the customer enters the store, they should be greeted by a neatly dressed, pleasant and friendly person. The person should project a positive, professional image towards the customer. If this is the first person the customer sees, it will help create a positive image for the business.



Dealing with conflict

All businesses will have to deal with unhappy and rude customers at some stage. If you are responsible for dealing with customers, then you should be able to handle these difficult situations with courtesy and respect. Remember, other potential customers will be watching you to see how you handle the situation.

Meeting the customer's needs

To meet the needs of the customer, you first need to know what the customer wants. Once you have found out, it is your responsibility to make sure that the customer's needs are satisfied in a way that makes them happy.



Answering the phone

If you are responsible for dealing with queries telephonically, you need to answer the phone when it rings. If you are busy with the client, make sure your voice mail is on. Clients don't like it when the phone simply rings often they end up phoning another similar business for assistance. If the customer leaves a message, it is very important that you return the call the same day.



Not making promises you cannot keep

If you promise something to a client, make sure you keep the promise. Being reliable is a good starting point for establishing a good relationship with your client. If you sell a customer a new refrigerator and say that will be delivered the following Monday, it is your responsibility to make sure that it is delivered on that day.

ACTIVITY 1

Read the two scenarios and answer the following questions

Scenario 1

Sanitizer Sibeko is shopping at a large supermarket that is running a special for popular drink. When Sanitizer looks for the drink, she finds there is none in stock. Sanitizer speaks to a packer by the name of Lockdown to find out where the drink is. She is informed that there is none on the shelves as the promotion was extremely successful. The packer then informs her that he will go to the storeroom to bring her the number of bottles she needs. He quickly returns with four bottles and puts them in Sanitizer's trolley.

Scenario2

Dimpho goes into a cell phone shop to renew her contract. She knows it is lunch time, but the shop is in a big mall so there should be sufficient staff on duty. As she walks in, she breathes a sigh of relief; she is the only customer and there are two sales people on duty. She stands at the counter and immediately a sales person is there to help her. He asks her what she uses her phone for and when she makes the most calls. He then suggests a package for her and goes on to show her the phones that are available in the range. Dimpho chooses her phone and completes the required documentation. She was in the store for less than 20 minutes and realizes she still has time for that milkshake she wanted.



ACTIVITY 1

- 1.1 What aspects/condition contributed to good customer service in the two scenarios described above? (3)
- 1.2 Do you think everybody who works on the shop floor can contribute to good customer service? Explain (3)
- 2.3 Do you think Sanitizer Sibeko will go back to that supermarket? Explain your answer. (2)
- 2.4 Say whether the following statements are True or False
- 2.5 Good customer service is treating customers with a friendly, helpful attitude that is sincere. (1)
- 2.6 You don't always have to attend to the customer's needs to have a successful business. (1)
- 2.7 Good customer service does not increase the number of customers coming into the store. (1)

ACTIVITY 2

- 2.1 What is good customer service (3)
- 2.2 Name at least FIVE examples of good customer service (5)
- 2.3 List FOUR examples of good customer service from the two scenarios. (4)

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