

[Module 5 Customer Centricity]



Lecture 1 –

Key Principles of Customer Service

Lecturer: Paul Gauci

Date: 11 February 2025



**Undergraduate Certificate in Notarial Law
Fundamentals for Office Assistants**

Objectives:

- **The importance of excellent customer service.**
- **Understand the role of customer service in the overall success of the organisation.**
- **The key dimensions of customer service: Tangibles, Reliability; Responsiveness, Assurance, Empathy.**



Let's get
the key principles
right !



As well ...

**TO IDENTIFY THE BENEFITS TO YOURSELF
OF SATISFYING YOUR CUSTOMERS.**





**WHAT IS MEANT BY
CUSTOMER CARE?**



DEFINITION OF A CUSTOMER:
“BUYER”

DEFINITION OF CARE
“TO ASSIST” “TO FEEL CONCERN”

DEFINITION OF CUSTOMER CARE
***“TO PROVIDE ASSISTANCE AND
CONCERN TO A BUYER”***





WHY ARE CUSTOMERS IMPORTANT?



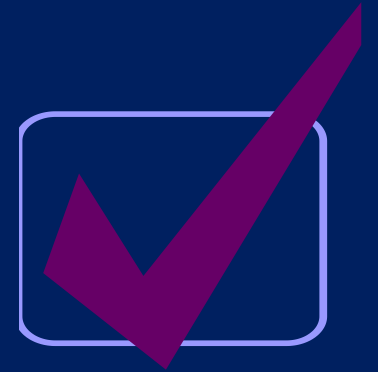
BECAUSE:

**THEY ARE THE REASON FOR THE
COMPANY'S EXISTENCE**

**THEY SUPPLY YOUR WORK AND
HENCE YOUR LIVING**

THEY ENSURE COMPANY'S GROWTH

**THEY ARE RESPONSIBLE FOR YOUR
OWN IMAGE AND ADVANCEMENT**



**“THERE IS ONLY
ONE BOSS.
THE CUSTOMER.
AND HE CAN FIRE
EVERYBODY IN THE
COMPANY FROM
THE CHAIRMAN ON
DOWN SIMPLY BY
SPENDING HIS
MONEY
SOMEWHERE ELSE.”**

SAM WALTON

≡ DATADAB



BENEFICIARIES OF CUSTOMER CARE

- THE COMPANY
 - ITS CUSTOMERS
- YOU



**“I FEEL THE CAPACITY TO CARE IS
THE THING WHICH GIVES LIFE ITS
DEEPEST SIGNIFICANCE.”**

Pablo Casals



Customer Care begins with...



Key Dimensions

TANGIBLES:

The physical facilities, equipment and the appearance of personnel



RELIABILITY:

The ability of the firm and its personnel to perform the promised service dependably accurately



RESPONSIVENESS:

The willingness to provide prompt service and help customers

ASSURANCE:

The knowledge and courtesy of employees and their ability to inspire trust and confidence

EMPATHY:

Caring, individualised attention with which the company provides its customers



Customer Service

**A customer is the
MOST IMPORTANT VISITOR
on our Premises.**

They are NOT dependant on us.
WE are dependant on THEM!
They are not an interruption to our
work but the purpose of it.
They are not outsiders of the
business, they are a part of it.

WE are not doing them a favour
by serving them, they are doing
us a favour by giving US
the opportunity to do so!



Greet
Understand
Eye Contact
Smile
Thank



GREET

- Through eye contact
- Through smile
- Through verbal expression
good morning
or *good afternoon...after 12pm*
or *good evening...after 6pm*



[This](#)
[Photo](#) by
Unknown
Author is
licensed
under [CC](#)
[BY](#)



Why is *Service* so Important?

- It helps distinguish a service firm from other service providers
- It enables service firms to command a higher market share and increased profitability
- It helps insulate the firm from price competition as the quality service tends to desensitise customers to price



- It contributes highly to the attraction of new customers
- It helps enhance customer loyalty and therefore ensures higher customer retention rates
- It results in higher levels of job satisfaction and employee morale



**The best reason
to give good service is
that it makes you feel better**



All employees should be in the
“know”

- Know the product
- Know the service
- Know the organisation
- Know how to get things done
- Know how to solve problems



“Customers who don't get support become someone else's customers”.

(Brigade Ad)



The Peters Principle

“The customer is truly in partnership with effective companies,”

writes Tom Peters in *In Search of Excellence*, and adds in *Thriving On Chaos*

“The well-served customer is an appreciating asset. Every small act on her or his behalf ups the odds for repeat business, add-on business, and priceless word-of-mouth referral”



IMAGE DEFINITION

- REPRESENTATION
 - GENERAL IMPRESSION
 - MENTAL PICTURE



- **YOUR SERVICE IS YOUR IMAGE**
- **YOUR IMAGE... IS YOUR COMPANY'S IMAGE**



**I
M
A
G
E**

APPEARANCE:

Customers tend to judge the company and its standard of service by who serves them.

SURROUNDINGS:

The appearance of your place of work should reflect high standards.

ATTITUDE:

Whatever your mood always show good manners and courtesy.



FIRST IMPRESSIONS



A Corporation may spread itself over the whole world... may employ one hundred thousand... yet the average person will form a judgement of the corporation through contact with one individual.

If this person is rude or inefficient, it will require a lot of courtesy and efficiency to overcome the bad impression.

Every member of an organization who, in any capacity, comes in contact with its public, is a salesperson; the impression made is an advertisement ... good or bad !!!



THE 90:90 RULE

PEOPLE FORM 90% OF THEIR LASTING
IMPRESSION IN THE FIRST 90 SECONDS



**You are in charge of your own
attitude – whatever others do or
circumstances you face.**

**The only person you can control
is yourself...**



- WHAT POSITION IN THE ALPHABET
ARE THESE LETTERS?

- A
- T
- T
- I
- T
- U
- D
- E



A	1
T	20
T	20
I	9
T	20
U	21
D	4
E	<u>5</u>
	100%



Never say...
*“I don’t work directly with
customers.”*



**Who, then has ultimate
responsibility for
providing
Customer Service?**

EVERYONE

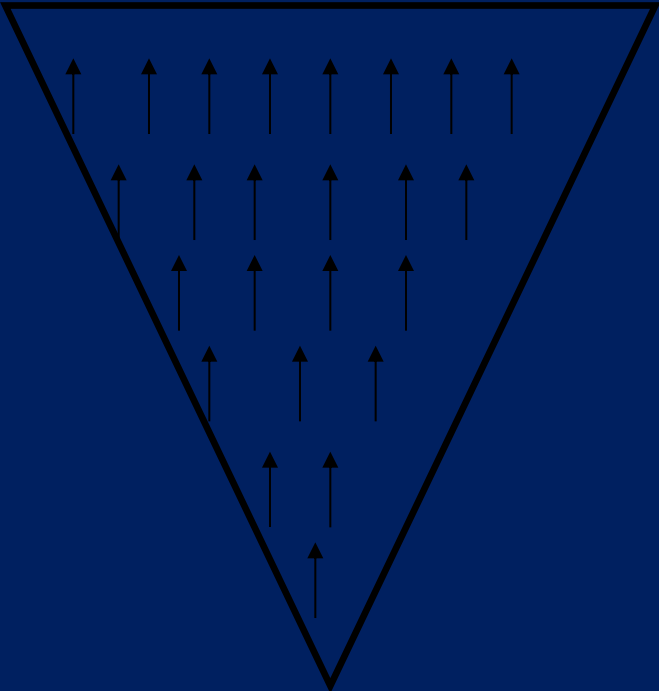


**Everything we do
is
because of the customer**



The Inverted Hierarchy Pyramid

The Customer



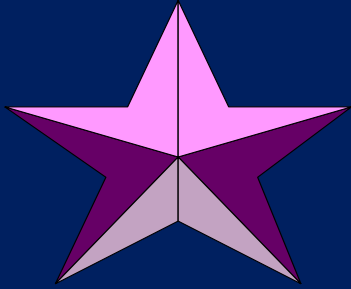
The Supportive Customer Caring
Organization



“If you are not thinking customer you are not thinking.”

Ted Levitt





*"FIRST IMPRESSIONS ARE THE
MOST LASTING."*

Proverb

... AND YOU ONLY GET ONE CHANCE
TO MAKE A FIRST IMPRESSION!!!



*“Show kindness through your face, your eyes, your smile and through the warmth of your greetings.
You must bear a cheerful smile.*

Don't only give your care, but give your heart as well.

“Despite giving your best to the world, you may be kicked in the teeth.

Give the best you've got anyway.”

Mother Teresa



**MAKE THE CUSTOMER FEEL
HE/SHE COMES FIRST...**

**WHATEVER YOUR JOB
CUSTOMER SERVICE
IS ALWAYS YOUR JOB**

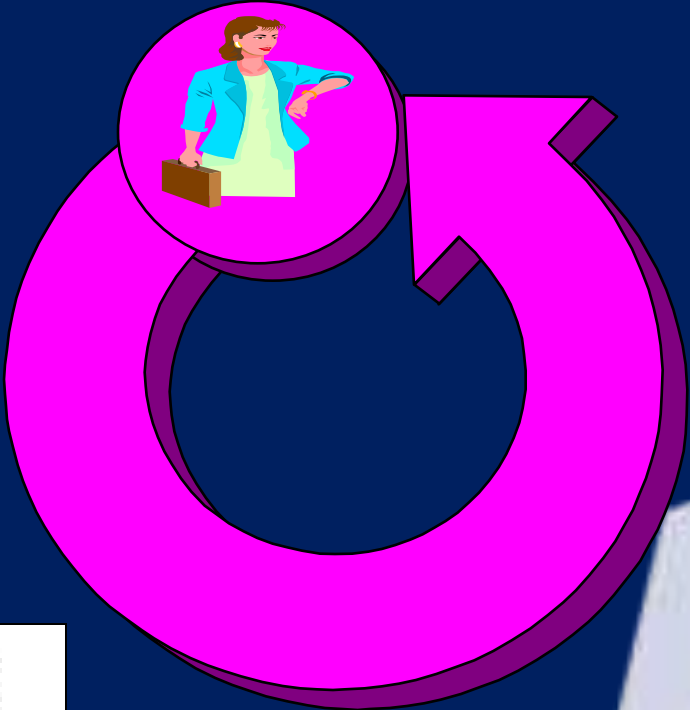


**Customers do not care what you know
until they know you care.**



“EVERYBODY IS MY CUSTOMER”

INTERNAL AND EXTERNAL



CHAIN REACTION - TOTAL PROCESS



WHY CUSTOMERS QUIT

1% DIE

3% MOVE AWAY

5% DEVELOP OTHER FRIENDSHIPS

9% COMPETITIVE REASONS

14% PRODUCT DISSATISFACTION

68% QUIT BECAUSE OF:

ATTITUDE OF INDIFFERENCE

TOWARDS CUSTOMER BY SUPPLIER



“Here is a simple but powerful rule –

always give people more than what they expect to get.”

Nelson Boswell





- *And we need to make sure we are getting it right ...every day, every week, every month.*



A way to exceed client's expectations

- Exceeding client expectations can make the difference in whether or not you win the next piece of business.



Beat the deadline.

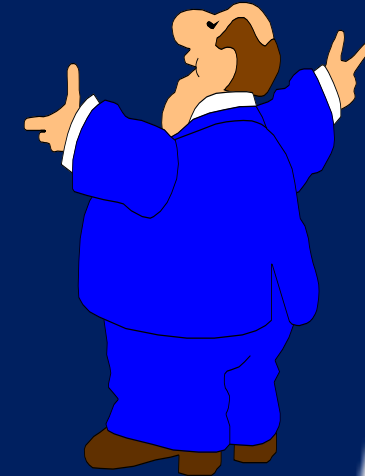
Getting work done ahead of time gives the client flexibility and demonstrates you are efficient and customer-focused. When agreeing to a deadline, choose one you know you can beat.



PUT THE CUSTOMER IN FOCUS

**BE POSITIVE AND ENTHUSIASTIC
ABOUT YOUR ..**

PRODUCTS SERVICES CUSTOMERS



behaviour
breeds
behaviour



***As products and services
are converging,
clients are now looking
for a sense of meaning and identity
– a brand image in every experience
they encounter with your company”***

(Institute for Brand Leadership)



***Products on their own add
value to one's expectations***

***but it is
the overall customer experience which
makes the difference between
success and failure***



***“The most important component
of our brand is the employee.
The people have created the magic.
The people have created the experience.”***

Howard Schultz founder of Starbucks



*“The quality
of our work
depends on the
quality
of our people.”*



“Without great employees you can never have great customer service”.



Richard F. Gerson



The Brand - an Experience

**An excellent
Customer Service
EXPERIENCE
is the hallmark of any entity**





TO SUM UP

TO SUM UP

RULE NO. 1

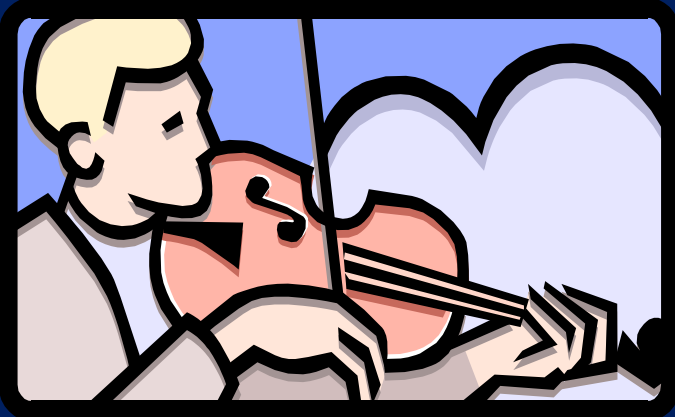
**IF WE DON'T TAKE CARE OF THE
CUSTOMER... SOMEONE ELSE WILL.**



*Happy customers generate
more positive feedback!*

Reviews
Revenue
Recognition
Retention





**YOU OWE
YOUR JOB TO THE
CUSTOMER**



"Unless you have 100% customer satisfaction...you must improve."

Horst Schulz



Because...

**The Customer
is King**





**MAKE THE CUSTOMER
FEEL HE/SHE COMES FIRST**



Customer Service Vs. Customer Experience

https://www.youtube.com/watch?v=bL_D-qyva0c





**Undergraduate Certificate in Notarial Law
Fundamentals for Office Assistants**



**Undergraduate Certificate in Notarial Law
Fundamentals for Office Assistants**