

BTEC First Diploma in Business Unit 2 Developing Customer Relations

Introduction:

In this assignment I will describe how customer service can be monitored and evaluated and I will also explain how monitoring and evaluating can improve customer service for the customer, the organisation and the employee and then I will analyse, with examples, how effective customer service benefits the customer, the organisation and the employee.

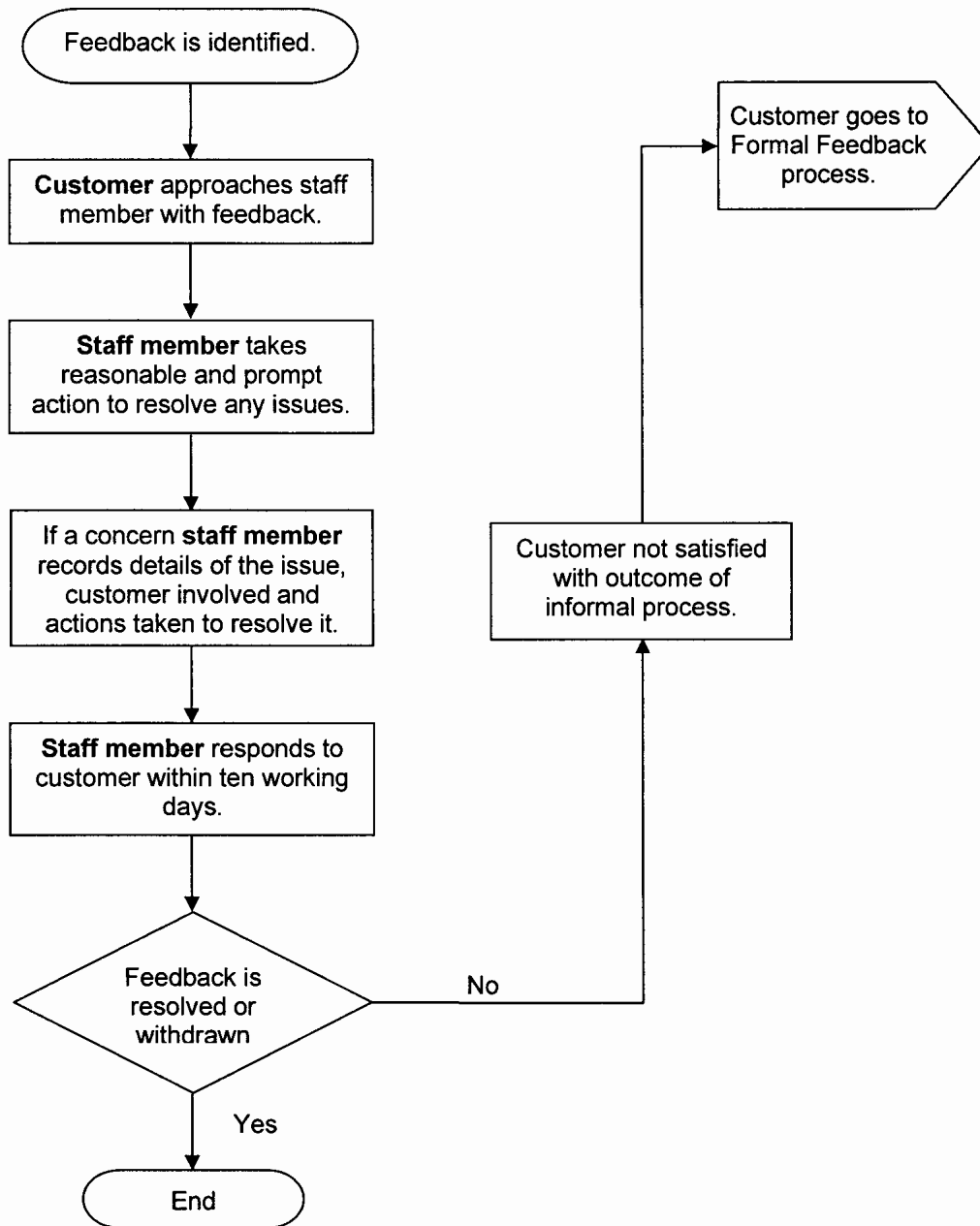
Task 1

In this task I should describe how customer service can be monitored and evaluated.

Every business looks upon every interaction with their customer as an opportunity to gather feedback. The most effective way to do this is to develop a multi-channel feedback system that extends over the opinion from customers, managers and staff. Businesses shouldn't just rely on only one feedback channel for example just on the paper based feedback because if a business just have one feedback channel the problem might be that the business wont get enough feedback to work with and that would mean the business can not improve on their customer service. There are some way how to monitor customer service effectively:

- **Informal customer feedback:** the steps of an informal customer feedback are:
 - A customer may approach any staff member to offer feedback.
 - The staff member has a responsibility to take prompt and reasonable action to try to resolve any issues. If necessary the staff member may ask for assistance from their team leader.
 - When a business is raised the staff member should record the details of the issue, the customer involved and any actions taken to resolve it. This information may be needed if the issue becomes formal. The details should be recorded in an informal way, in a diary or as a file note.
 - An informal response will generally be given verbally by the staff member to the customer within some time from when it was received and the customer should be informed that a formal process is available to them if they are unsatisfied with the outcome of the informal process.

Informal feedback Process



(Reference: Brit Procedure; Institute Management Committee; Informal customer feedback Flowchart)

- Customer questionnaires: Customer questionnaires have advantages over some other types of feedbacks in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standard answers that make it simple for the customer to answer.
- Staff feedback
- Mystery customers: Most businesses employ mystery customers to monitor their staff behaviour. A mystery customer will act like a normal customer so that he can be able to ask the staff members out and make notes about their behaviour and he will also be able to take some feedbacks from normal customers. This is most of the time an effective way to monitor how staff member react to customers and also to get good feedbacks from the customers.
- Complaints and compliment letters

Evaluate customer service

For this task to evaluate customer service I will use the National Maritime Museum as an example.

Evaluation of customer service at Maritime Museum

This is an evaluation on customer service at Maritime Museum. I will be evaluating the service provided by the museum. The service provided by the National Maritime Museum is excellent and the staffs are motivated to do their work. Customers will have a great greeting when they are visiting the museum and they will provide information on the exhibits. For example if a customer visit one of the history section and if they don't know about it one of the staff members have to take his time to explain it to the customer. That would be good customer service because the lecture from the staff must be good because they have to take their time on providing information, which means all staff members have to know about the histories.

Satisfaction:

- **Displays**: The displays at maritime museum are big and every one can read it and they provide information on each display, also they provide special feature for the special people. The displays are organised.

- **Food:** The National Maritime Museum food is excellent (reference about the food in the museum at their homepage) because the Museum provide different types of food.
- **Staff quality:** The National Maritime Museum Staff quality is excellent because the staff are motivated to do their work and they could do their job/role without oversee.

Target Market:

- **Family:** I think the National Maritime Museum have provided better facilities such as baby changing rooms and special baby chairs for the baby.
- **School:** The National Maritime Museum has provided excellent service for the school by giving them information on different sources, which will help them in their education.
- **Groups of Tourist:** I thought the facilities provided by the National Maritime Museum for the group of tourist were excellent, because they provided electronic guide, which will help them to choose a language.
- **Special Needs:**

I think the special needs in National Maritime Museum were outstanding. The museum provide different equipments for each special needs such as visitors with visual difficulties they provide Large Print guide and Braille Guide with touchable objects. For visitors with physical disabilities the Museum provide lifts and ramps for the wheel chairs. For the deaf and hard of hearing visitors they provide perimeter loops, key audio installation and any assistance dogs.

Customer Expectation:

- **Safety:** I think the National Maritime Museum safety was good because they provided Fire Exit. The safety is important for the Maritime Museum because

they should take good care of the customers when they visit the museum and they should inform when their something goes wrong.

- **Staff & Products:** I think the product knowledge were excellent because the staff known about the product. The communication skills provided by the Museum were superb because most staff was helpful by providing right information for the visitors.
- **Value For Money:** The food provided by the National Maritime Museum was value for money because they provided different range of foods such as vegetarian and non-vegetarian.

- **Keep your customers:**

If the customers are happy with the service provided by the Museum then they will have repeat business, so which means it will be edge over the competition.

It is good for the National Maritime Museum to keep the complaints record so then they could improve their service in the future. E.g. Elisabeth exhibitions improved their service by providing time tickets.

Improvement to customer service

Improvement to quality of service Reliability

Improving service and or products

Keeping staff

Attracting new customers

Increasing sales turnover

Complying with legal obligations

Task 2

In this task I should explain how monitoring and evaluating can improve customer service for the customer the organisation and the employee.

Task 3

The benefits of customer service for the **customers** are:

- Goods or service are supplied as promised
- Fewer problems or reason to return goods or complain
- The customer feels Valued and Important

The benefits of customer service for the **organisation** are:

- Less staff time is spent dealing with complaints and problems
- There is far less chance of damaging negative publicity
- The image and reputation of the business is continually enhanced

The benefits of customer service for the **employee**:

- Working is more enjoyable because staff know they are doing a good job and customers rarely complain
- All staff know that they can depend on each other for prompt and accurate information
- There is a grater job security because companies with many satisfied customers are unlikely to go out of business