

Ministry of Works, Transport & Infrastructure ( MWTI)

# Customer Services Training

MWTI Training Room , Savalalo



Prepared by Administration Section



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# Goals

By the end of the training participants will be able :-

- i. To demonstrate helpful attitudes.
- ii. To effectively interact with customers and assist them to solve problems within accepted parameters.
- iii. To receive criticism and use it to improve processes.

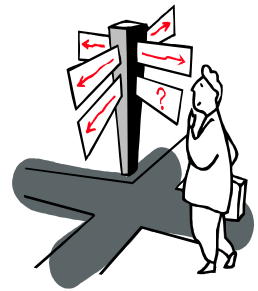


# Objectives



1. To understand principles of CS and how those apply in their own areas
2. To practice effective communication skills, including difficult customers
3. To map participants internal support processes and identified who they need to call on for support service
4. To have a variety of problem solving tools & techniques to use to remedy difficulties without causing unnecessary disruption or delays
5. To map and understand the processes involved in providing services and the risks they need to manage
6. To practice skills in listening to criticism without taking it personally and know how to use criticisms and failures to create or request improvements in the systems.

# Customers



**Customer** – those people who receive your work output whether it is a product or a service

**Stakeholder** – those people outside your team who have an interest or a stake in your work

**Primary Customers** – Those who receive your work-without whom the organization would go out of business ( internal /external customers & end users)

**Secondary Customers** – Those people whose concerns also must be considered, but who are not the direct focus of the business ( eg. Boards, Steering Committees & Auditors)

A **satisfied customer** may tell other people about their experience with your service.

A **dissatisfied customer** is very likely to be vocal to a number of people about your poor service.



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# Customer Services

“ first impression counts....

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*“ it takes very little effort to lose a customer....*

- ❖ important point of focus for any organisation
- ❖ seen as measure of success.
- ❖ much more than receiving complaints from customers in a friendly manner
- ❖ pay attention & develop long term relationship
- ❖ delivering good quality service that also satisfies customers consistently is a difficult task but one that organizations can not afford to ignore.

# Criticism



## Listening to Criticism

- do I understand the message, is it a criticism ?
- general or specific, do I need to deal with it?

## Dealing With Criticism

- choose to be effective & responsible
- seek clarifications
- choose appropriate response

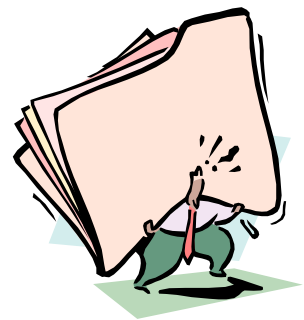
## Effective Responses

- completely agree / accept it
- totally disagree / reject it
- sort out and prioritise issues & use it accordingly

(refer reference Navigate)

# 8 Critical Mistakes

1. Inadequate preparation
2. Ignoring the Give/Get Principle
3. Use of Intimidating behaviour
4. Impatience
5. Loss of Temer
6. Talking Too Much & listening too little
7. Arguing instead of Influencing
8. Ignoring Conflict



Source: “Successful Negotiating” by Robert Maddux, Crisp Publications



# Exceptional Service = repeat business



## Common situations eg.

- Visiting an office where several people have 8:30am appointment time
- been transferred to several phone extensions without getting a proper response
- employees and customers waiting outside the office while
- “ that is not my job response “

## Answering Telephone / Front desk protocol.

- identification of the ministry & person receiving the cal “ Can I help you?”
- Offer assistance if the requested person is not available
- take message & reassurance that the request will be dealt with by an appropriate personnel

# Measure of Success

❖ Measure of Success is not whether you have a tough service issue to deal with- but whether you have the same issue tomorrow, next week or next year.

❖ Do you learn from experiences?

❖ Do you change policies, introduce or change systems or procedures?



*“ Regardless of your position in an organization you have the responsibility to focus on service excellence “*

# Skills of Conflict Resolution

1. Win/ Win Approach
2. The Creative Response
3. Empathy
4. Appropriate Assertiveness
5. Cooperative Power
6. Managing Emotions
7. Willingness to resolve
8. Mapping Conflict
9. Development of options
10. Negotiation skills
11. The third party mediator
12. Broadening Perspectives



Source: Jane Henson

# Excellence in Service Quality

- Reliability – consistency of performance
- Responsiveness – timely , readiness to provide service
- Assurance- positive declaration that a thing is true, promise
- Empathy- ability to empathize ( understand and share feelings of others
- Tangibles- physical evidence of service, tools, personnel, facilities, letters

(Reference Hancox & Son )



# Setting Goals ( SMARTER)

- ◆ **Specific** – outcome you want to achieve
- ◆ **Measurable**- How will you know you have achieved it ? ( seeing, hearing, doing it)
- ◆ **Achievable**- What could help or hinder you?
- ◆ **Resources** – ( time, money, capital, space, information, equipment)
- ◆ **Time** – What timeframe will you set?
- ◆ **Evaluation** – How will you evaluate?
- ◆ **Reinforce** – How will you reward and reinforce progress and achievement of this work?

