

Module 2



LU 9 – Customer care

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LU Objectives:

1. Analyse Customer care as a managerial tool to provide quality service to Customers
2. Rules and pillars of Customer Care
3. Identify the techniques of Problem solving to deal with complaints and criticalities





What is Customer care?

- Customer care : how well customers are taken care of while they interact with the Company
- Customer service: the advice or assistance given to customers. The direct one-on-one interaction between a consumer making a purchase and a representative of the company that is selling it.
- Both leading to CUSTOMER SATISFACTION





Customer satisfaction

- Reflects the liking of a company's business activities.
- Customers will mention a positive experience to an average of 9 people while a negative one will reach an average of 16.
- High levels of customer satisfaction (with pleasurable experiences) are strong predictors of customer retention, loyalty, and product repurchase.
- Knowing why customers enjoyed their experience helps the company recreate and reinforcing pleasurable experiences so that they might retain existing customers and add new customers.





Customer relationship Management CRM

The concept of CRM (Customer Relationship Management) may be defined as a **business strategy** which, based on a client-oriented business philosophy and company culture, aims at a customer relations management that would lead to **competitive advantage** and an increase in **profitability** for the enterprise





A company strategy

- The Customer must be the center of any strategic decision of any tourist service provider
- Demographic and economic shifts coupled with advances in digital technologies are changing customers behaviour
- Companies are transforming their businesses into customer-centric, digitally enabled and connected enterprises capable of responding to customers needs.
- Understanding customers motivation and spending habits, the experiences that can make or break customer loyalty is the key to achieving growth





A company strategy

In the case of tourists with disabilities the level of loyalty is higher, as it is more related to the presence of a supply effectively satisfying their requirements than a general freedom of choice

However, thanks to :

- internet, social media, peer-to-peer consultancy
- other more extensive sources of information

customers with disability have access to a lot more of information than in the past and, consequently, they have more buying power and their choices tend to be more diversified.





5 Golden Rules of Customer Service

1. Customer service is everyone's job. Company's human resources total involvement
2. Ask questions and listen to the answers. Understand what your customer wants
3. Promise only what you can deliver. Know your product
4. Know how to apologize. Handle critical situations and complaints
5. Consider staff commitment and enthusiasm: train them and treat them well





Customer care virtuous circle



Source: <https://commons.wikimedia.org/>





How to measure Customer Satisfaction – CSI index

Customer Satisfaction Index (CSI) is an analytic tool designated to measure customer satisfaction with a product, service or a company.

It helps to find the reasons of customer's satisfaction or dissatisfaction and allows the Company to take adequate measures to modify the product if needed.

Knowledge of customer's satisfaction is a must to plan Marketing strategies and Communication campaigns.





Managing complaints

Delivery a Service is likely to make some customers unhappy and then to receive a complaint.

Dealing with it in a positive and constructive manner will help to keep your customers and avoid that Customers will not complain to you but speak of the poor service received with others and never come back to your company.

Customers complaints give businesses valuable information about what and how they need to improve.





How to handle Customers complaints

- Stay calm. It is not personal.
- Listen well
- Acknowledge the problem
- Get the facts
- Offer a solution.





Problem solving

Problem Solving can be defined as the **art of solving the problems**, both in the case they are of personal and interpersonal nature or involving organizations (companies, bodies, communities etc.), through the use of **tactics and techniques** to obtain the highest efficiency and effectiveness (time and effort necessary)

It represent the ability to find solutions in every environment





Problem solving

A common barrier to successful problem solving is the reliance on previous experiences, especially those that appear similar to the current one

The tendency to apply the same experience to every problem can lead to poor decisions





Problem solving

In order to get out of a problem it is necessary to move the point of view to a higher level of thought

Move the center, change the point of view, through a basic tool: questions.

A good question to ask ourselves always is:
“How could I get out of this situation?”

All the questions beginning with

“HOW COULD...?”

are very positive.





Problem solving

Act according to the following scheme

Problem finding	realize that something uncomfortable is happening
Problem setting	define the problem
Problem analysis	divide the main problem in sub-problems
Problem solving	eliminate causes and answer to the questions arisen by the problem
Decision making	decide how to act on the basis of the answers obtained
Decision taking	act





Problem solving

It is unrealistic to think of solving a problem in one shot.

In the search for solutions the problem can be split into sub-problems .

When these are solved independently, it will be easier to come to the solution of the original one.





Problem solving

Therefore:

the problem is divided into sub-problems, each one having multiple objectives

once established subproblems, work is suspended on the problem and focused on the subproblem and on the related sub-objectives

when all the objectives have been achieved, work is resumed on the original problem.





Problem solving

Exercise:

PREPARE A FRIED EGG

Subproblem 1....

Subobjective.....

-
-

Subproblem 2....

Subobjective.....

-
-





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