



Module 2 Learning Unit 9

Customer Care



Games Without Barriers

Co-funded by the Erasmus+ Programme of the European Union G.A. n. 2019-1-IT01- KA202-007450
CUP code G95G19000500006

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Defining Customer Care concept is not simple: it entails a lot of different strategies and actions which lead to a general principle: **the relationship between a business and its users for the satisfaction of the latter.**

From Customer Care it is necessary to approach also the concept of CRM Customer Relationship Management: it describes a business strategy which, based on a customer-oriented business philosophy and company culture, aims at a style of customer relations management that would lead to competitive advantage and an increase in profitability for the enterprise.

Thus Customer Satisfaction becomes the primary objective of each service providing company, putting the Customer at the center of any strategic choices and decisions. Technically speaking CRM is the collection of every touchpoint with each customer – phone calls, emails, orders, that opens every time there is the need to communicate with that customer. You can see prior responses from your team, issues and what they have done. CRM is not only important to store customer information but also to improve customer service as a whole.

High-quality customer service creates loyal customers, even if today customers are less inclined to be faithful to any particular company. The reason lies in the fact that the possibility of choice for the consumer has increased exponentially.

Demographic and economic shifts coupled with advances in digital technologies are changing customer behaviour faster than many large companies can respond. These changes create significant opportunities for the most agile and forward-looking businesses.

To remain at the forefront, leading companies are transforming their businesses into customer-centric, digitally enabled and connected enterprises capable of responding to customer needs

Digital advance and rising customer expectations are creating rapidly changing markets where loyalty is hard won and easily lost. If customers don't find what they want they will go to someone who satisfies them.

The situation is somehow different in the case of businesses and structures which offer tourism services for customers with specific access requirements: in fact, this type of tourist may show a higher level of fidelity, connected more to the effective correspondence of the offer to his/her own needs than to a generalized freedom of choice.

Even if, thanks to Internet, but also to other more modern information sources, such as the exchange of peer-to-peer information on social networks, very important for this type of market, customers with disabilities have access to many more information than in the past and feel stronger and their choices are better focused on what their wishes are.

Effective Customer care should be following those rules that are considered “golden” in order to achieve the planned results, no matter how difficult it could be:

1. Customer Service is everyone’s job: every contact with the customer is important. Customers do not make any difference between various people operating in a company. They do not care about roles. Anyone is representing the company and is judged by his behaviour.
2. Ask question and listen to the answers: if you know your customer and his requirements better you may avoid misunderstandings, mistakes and improve the relationship
3. Promise only what you can deliver: there is nothing worse than creating expectations that are not met by the service provided. On the contrary providing an excellent service can gain more customers and maintain them
4. The magic power of apologies: if something goes wrong it is important to make the customer understand that the Company really cares and intends to find appropriate solutions
5. Consider the company humans resources: they have to be familiar with the product/service they are offering to customers. There is nothing more annoying than to find someone unsecure of what he/she is talking about. Here is where training is playing a decisive part in building the Company image of good quality and reliability. The Company must give them the most effective training and proper motivation.



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Nowadays the customer voice has an increasing number of outlets across social media channels and on different types of websites. Places such as

¹ Source: <https://commons.wikimedia.org>

Twitter, Facebook, blog site comment sections, and customer service scoring sites can potentially be the entry point into a virtuous circle while a bad experience, described using the same media, may create a very negative circle and consequently critical results for the enterprise

In order to avoid that a bad experience, complaints and disaffection of Customer will damage the company image and business it is necessary to put into practice techniques which will help the Company to understand the reason of complaints and critical situations, solve them and thus improve the overall quality of the service.

Problem Solving can be defined as the art of solving problems, through the use of tactics and techniques to obtain the maximum effectiveness and efficiency and thus resolve the problem.

Faced with a problem we have to solve, continuing to use the same thought framework that generated the problem is obviously unproductive. We must identify something that we have not yet considered, open our minds to possibilities that we have not yet explored, evolving our thinking from a level in which we were not able to solve the problem to a higher level in which we are able to understand the situation.

The best tools to do this are **questions**.

However, these must be **productive questions** because they must help solving the problem. A good question to ask oneself is always:

“how can I solve this situation?”

All questions beginning with **“HOW CAN I...?”** go in the right direction.

It is important to take into consideration specific phases :

- a) Problem FINDING : Realize that an uncomfortable situation has been created
- b) Problem SETTING : Define the problem – ask questions WHY?
- c) Problem ANALYSIS : Divide the main problem into secondary problems
- d) Problem SOLVING: Eliminate the causes and answer to questions

At this point two other essential phases in the Problem Solving should be developed: the task of the Problem Solving is to transform a well defined problem into a project to be managed. If the problem setting individualizes what to do, the problem solving individualizes how to do it.

- e) Decision MAKING: Decide to act according to the answers obtained
- f) Decision TAKING: Get to action

Applying the results to the company's rules and procedures is then a winning strategy.