**Training Fiche Template**

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| **Title** | **Increasing the Level of Customer Service** | | |
| **Keywords (meta tag)** | customer service; determining needs; digital; non-digital | | |
| **Language** | English | | |
| **Objectives  / Goals / Learning outcomes** | By the end of the session students will be able to:  LO1: Understand customer needs.  LO2: Focus on the customer’s requirements  LO3: Identify what is ‘enough’ customer service.  LO4: Separate digital versus non-digital customer service. | | |
| **Training area: (Select one)** | | | |
| **Online / Digital Marketing / Cyber-Security** | | | **X** |
| **E-Commerce / Financing** | | |  |
| **Digital Well-Being** | | |  |
| **Smart work / Digital Nomads** | | |  |
| **Description** | **This session is focused on evaluating the ever increasing pre- and post- purchase customer service requirements of both digital and non-digital customers. Today customers are more cognizant of the services provided by suppliers and most often make a decision based on this. Both digital and non-digital customer service will be looked at as well as ways of identifying customer needs and integrating these into offerings proposed.** | | |
| **Contents arranged in 4 levels** | 1. **Module name: Increasing the Level of Customer Service**   **2.1 Unit name: Understand Customer Needs**  2.1.1 Defining customer needs  2.1.2 Types of customer needs  **2.2 Unit name: Focus on the Customer’s Requirements**  2.2.1 What does service really mean?  2.2.2 What are customers looking for?  **2.3 Unit name: Identifying What is ‘Enough’ Customer Service**  2.3.1 Fundamentals of customer service  2.3.2 Identifying when you have ‘enough’ customer service  **2.4 Unit name: Separate Digital Versus Non-Digital Customer Service**  2.4.1 Digital versus non-digital  2.4.2 Future oriented customer service | | |
| **Self-evaluation (multiple choice queries and answers)** | 1. Which of the customer needs below is the easiest to determine?    1. **Functional needs.**    2. Social needs.    3. Emotional needs.    4. All are equally difficult. 2. Which of the following statements about customer service is true?    1. A country’s culture does not impact expectations about customer service.    2. **How, when, and where customer service takes place must be flexible.**    3. Benchmarking is the best way to determine whether our customer service is meeting expectations.    4. All of the above are true. 3. At its fundamental level, customer service is ultimately about:    1. Solving problems.    2. Selling more of whatever we offer.    3. Identifying customer needs and desires.    4. **Relationship building.** 4. The future of customer service will be:    1. Digitally driven    2. Personalised    3. Impacted by artificial intelligence    4. **All of the above** | | |
| **Toolkit (guidelines, best practices, checklist, lessons learned…) TO BE USED BY CTS / CASE** | **Name** |  | |
| **Description** |  | |
| **Link of interest** |  | |
| **Resources (videos, reference link)** | [https://online.hbs.edu/blog/post/types-of-customer-needs#](https://online.hbs.edu/blog/post/types-of-customer-needs)  <https://www.youtube.com/watch?v=Em7NPWmyw6w&t=57s>  <https://www.business.qld.gov.au/running-business/consumer-laws/customer-service/improving/principles>  <https://www.youtube.com/watch?v=qXQYNxDdbh8&t=8s>  <https://www.the-future-of-commerce.com/2021/08/02/what-is-customer-service-definition-examples/>  [https://www.techtarget.com/searchcustomerexperience/feature/10-examples-of-AI-in-customer-service#](https://www.techtarget.com/searchcustomerexperience/feature/10-examples-of-AI-in-customer-service) | | |
| **Related material** | Lee, S. M., & Lee, D. (2020). “Untact”: a new customer service strategy in the digital age. *Service Business*, *14*(1), 1-22.  Tuten, T. L. (2019). *Principles of Marketing for a Digital Age*. SAGE. | | |
| **Related PPT** |  | | |
| **Bibliography** | Falter, M., & Hadwich, K. (2020). Customer service well-being: scale development and validation. *The Service Industries Journal*, *40*(1-2), 181-202.  Hsieh, T. (2010). *Delivering happiness: A path to profits, passion, and purpose*. Hachette UK.  Cooper, N. (2021). America’s Best Customer Service 2022. *Newsweek Global*, 177 (87), 30-432.  Bougourd, N. (2022). Four Ways Technology Is Enhancing Customer Service: The future is now. *HCM Sales, Marketing & Alliance Excellence*, 21 (5), 14-15.  Shep Hyken. (2019). *Be Amazing or Go Home : Seven Customer Service Habits That Create Confidence with Everyone*. Sound Wisdom.  Flavio Martins. (2016). *Win the Customer : 70 Simple Rules for Sensational Service*. AMACOM. | | |
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