



Volunteering S.A. Inc.

Customer Service



Government of South Australia
Office for Volunteers

© 2006

CUSTOMER SERVICE - AN INTRODUCTION

Objectives:

Once you have completed this training you should be able to:

- 1 Communicate effectively with customers and/or clients
- 2 Create a positive impression
- 3 Develop and maintain customer service standards
- 4 Plan for good customer service

Pathways to a formal qualification

This workshop has been developed to align with aspects of nationally recognised units of competence (subjects):

| | |
|------------|--|
| CHCCS1B | Deliver & Monitor Service to Clients |
| SRXGCSO01A | Create Client Relationship |
| CHCCS0B | Deliver Service to Clients |
| CHCCOM1A | Communicate with people accessing the services of the organisation |

As evidence of your participation in this *Customer Service – an Introduction* workshop, you will receive a Certificate of Attendance with a statement outlining what has been covered.

Disclaimer

Volunteering SA Inc and the Government of South Australia accepts no responsibility or liability for any inaccuracies contained in any material in this presentation.

This presentation is intended to provide general useful information and should not be relied upon as constituting any advice.

Attendees should, before acting on any matters arising out of or otherwise in relation to this presentation, seek their own specific independent legal or other advice about their situation.

Activity 1

Who are customers?

(a) What do you call the customers in your organisation?

Clients

Service Users

Customers

Residents

(b) Who are the internal customers in your organisation?

(c) Who are the external customers in your organisation?

(d) What do customers want?

| | |
|--|--|
| | |
| | |

Of the list you have generated above, which ones have you noticed in your organisation?

Activity 3


The foundations of good customer service are in your knowledge of your organisation, the services and products you are providing and the job you are doing to deliver them. Using the checklist below to see how much you know or if you need to find out more.

- Do I know the correct name of the organization I volunteer for?
- Do I know their telephone number, address, website and if they have other sites besides the one I volunteer at?
- Do I know the names and job titles of other people in the organization?
- Can I tell someone else from outside the organization what I do in my volunteer role and how it supports the organization?
- Do I know who my internal customers?
- Do I know who the external customers are for the organization I volunteer with?
- Am I able to show another staff member what I do as a volunteer?
- Am I able to demonstrate the value of my volunteering to the organization and its external customers?

If there are questions that have not been able to be ticked, what plans are you going to make to address those gaps?

Activity 4

What are the top ten ways in which customers are made to feel welcome in your organisation?

| | |
|---|---|
|  |  |
|---|---|

| | |
|---|---|
| 😊 | 😊 |
| 😊 | 😊 |
| 😊 | 😊 |
| 😊 | 😊 |

Activity 5

Communication Skill Practice

The customer said:

I am really angry that I have been waiting for 20 minutes at the reception desk

Paraphrasing you can say:

Reflecting the facts you can say:

Reflecting feelings you can say:

The customer said:

I am pretty pleased to finally have the books I have been waiting for

Summarising you can say:

Using a single phrase you can say:

The customer said:

Practise with your own sentence

Paraphrasing you can say:

Reflecting the facts you can say:

Activity 6

Communication styles and techniques

Make a list of tips that you would like to pass onto your organisation for each of these communication methods.

| | |
|----------------|----------------------|
| Voice | Phone |
| Written | Body Language |

| | |
|--|--|
| | |
|--|--|

Activity 7

Lasting impressions

When you get back to your organisation, invite three of your colleagues to undertake this survey on you! Ask them to see how well you do in your interactions with them as internal customers.

- Do I leave a positive impression and smile at the end of my interactions with you?
- Do I check that I have provided everything they needed?
- Have I followed up, when I have been asked to do something for them?
- Do I give them new information about my work and role as a volunteer that adds value to their work or knowledge of the organization?
- Do I say goodbye to them when they leave or when I am leaving?

Activity 8

Special Customer

What makes a customer “special”?

Complete the grid below to demonstrate your understanding of the different types of customers and how to provide quality customer service.

| Customer Type | Features | Strategies |
|----------------------|-----------------|-------------------|
| Talkative | | |
| Know-it-all | | |

| | | |
|-------------------|--|--|
| Indecisive | | |
| Suspicious | | |
| Angry | | |

Checklist – Customer Service

To assess your understanding of *Introduction to Customer Service*, having attended the training workshop, work through the checklist below.

This checklist is designed to assist you to assess your level of understanding of the issues surrounding *Introduction to Customer Service* and whether you need to follow up on any point/s or not.

I feel confident that I can:

- Communicate effectively with customers and/or clients
- Create a positive impression
- Develop and maintain customer service standards
- Plan for good customer service

Customer Service – an Introduction

See below how this topic relates to the National Standards for Volunteer Management

| 1. Policies and Procedures | 2. Management Responsibilities | 3. Recruitment | 4. Work and the Workplace | 5. Training and Development | 6. Service Delivery | 7. Documentation and Records | 8. Continuous Improvement |
|--|--|---|---|--|--|---|---|
| <ul style="list-style-type: none"> ✓ <i>General Policy</i> (1.2) ✓ <i>Management System</i> (1.4) ✓ <i>Operating Procedures</i> (1.8,) <i>Policy and Procedures</i> (1.12 & 1.14) | <ul style="list-style-type: none"> ✓ <i>Management Systems</i> (2.7) <i>Authority and responsibility</i> <i>Social Responsibilities</i> <i>Management Review</i> <i>Resources</i> | <ul style="list-style-type: none"> ✓ <i>Policy and Planning</i> (3.1) ✓ <i>Selection Procedures</i> (3.7, 3.8) ✓ <i>Volunteer Orientation</i> (3.14, 3.15) | <ul style="list-style-type: none"> ✓ <i>Volunteer Roles</i> (all areas) ✓ <i>Work Satisfaction</i> (all areas) ✓ <i>Health and Safety</i> (4.14, 4.18) | <ul style="list-style-type: none"> ✓ <i>Policy & Resources</i> (5.1) ✓ <i>Training Development</i> (5.8, 5.12) ✓ <i>Work Appraisal</i> (all areas) ✓ <i>Volunteer Recognition</i> (5.18) | <ul style="list-style-type: none"> ✓ <i>Management Responsibility</i> (6.2, 6.4) ✓ <i>Services Review</i> (6.7, 6.10, 6.11.6.13, 6.14) | <ul style="list-style-type: none"> ✓ <i>Personnel Records</i> (all areas) ✓ <i>System documentation and Control</i> (7.7) | <ul style="list-style-type: none"> ✓ <i>Policy & resources</i> (8.1) ✓ <i>Data collection & analysis</i> (8.4, 8.5) ✓ <i>Quality Improvement</i> (all areas) |