

↻ KNOWING WHAT CUSTOMER WANTS

1 WAS THE WORST CUSTOMER EXPERIENCE YOU HAVE EVER HAD? (If you can't think of one ask your teacher to share theirs.)



Why was it so awful?

Did you complain?

If so did they take your complaint seriously?

2 RICHARD BRANSON, WHO KNOWS A LOT ABOUT PLEASING CUSTOMERS, SAYS:

*“Customers shouldn’t just think of your business as a place to buy a product or use a service - **it should be a fun place to be!**”*



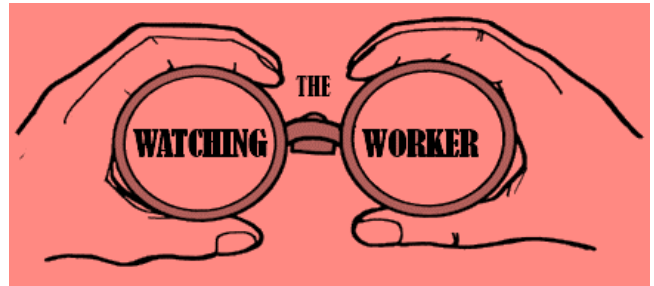
- Do you think he’s right?
- What companies offer good customer service?
- What makes you want to go back to them?
- Who do you know who is good with customers?

3 SOON YOU WILL BE OUT OF SCHOOL AND YOU'LL HAVE TO THINK ABOUT WHAT TYPE OF JOB YOU WANT TO GO INTO



Does this job involve customers?
Do you think you'd be good at serving customers?
How can you prove it?

4 ALTHOUGH WE ARE ALL CUSTOMERS IT IS VERY DIFFERENT SERVING CUSTOMERS AND KNOWING WHAT THEY WANT.



Here are a few top tips to help you get good: Next time you are in a store or in a venue....

- 1) Watch carefully how customers come into the space
- 2) Notice what they look at first.
- 3) Is everything in the store clearly labelled and easy to find?
- 4) Are staff pushy or do they wait for customers to ask for help?
- 5) Do you think the staff look approachable and friendly?
- 6) How do they respond if a customer is being demanding?

ROLE PLAY

One of the fun ways to learn about customer service is to do a role-play drama.

WHAT'S YOUR
CHALLENGE



You will need to work in teams of 3

- One of you has to pretend to be a really unhappy customer
- One of you has to pretend to be the sales assistant
- One of you enters the argument as the manager and tries to help sort out the problem.

Let the drama unfold!