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MANAGING YOUR CUSTOMER'S EXPECTATIONS – from manual page 4

Great customer service is about exceeding customer expectations. When a customer uses your organisation they know the product or service they need, but they will also consider your customer service as one of the key factors that determine whether they decide to buy from you, or whether they return. Great organisations always keep an eye on the whole customer experience from 'product to purchase to after sales activity'. They know how to exceed customer's expectations.

Typical customer expectations:

- They are friendly and want to help us.
- They are courteous.
- They offer assistance and advice.
- They ask permission before placing me on hold.
- They are concerned. They want to help.
- They offer additional help.
- They appreciate my business.

EXERCISE

Split into groups and discuss the following. Elect a spokesperson who will read out your groups findings. The discussion should not last more than 15 minutes.

This activity is designed to give you a chance to focus on your own organisation/department, and to consider the needs of your customers.

1. Identify four groups of people who are your customers:
2. What do they expect of your organisation/your department?
3. What are their expectations of your product or service?
4. How well are you meeting or exceeding your customer's expectations? Do you have any measures/standards that allow you to gauge accurately your service levels?