Customer Service
Objectives རྣམ་ཐབས་བེན།

- Understand the importance of our Customers & Customer Service
- Understand Moment of Truth & Service-Profit Chain
- Understand & create customer happiness
- Practice dealing with complaints
- Hints to practice & demonstrate good customer service
Who are our customers?

• They are the most important persons in any business.

• They are not dependent on us. We depend on them.

• Is not an interruption of our work, but the purpose of it.

• Customers are part of our business – not an outsider.

• Customers come to us for an enjoyable experience in Tibet. It is our job to create this experience.
Facts about customers

- The customer is the most important part of any business.
- The customer pays all our salaries, wages and bonuses.
- Customers will go where he/she receives the best attention and experience.
- There is no profit, no growth, no jobs without the customers.

You MUST meet your customers expectations!
Tourists are motivated to come to Tibet for three main reasons:

- The natural beauty of the landscapes and mountain regions;
- The culture and heritage of the region;
- The friendliness and openness of the people towards tourists.
Tourists expect positive experiences. They expect the tour operator to provide those experiences.

- Well organized itinerary and clear pre-trip information
- Clear costs and inclusions
- Knowledgeable guides
- Safe vehicles and friendly cooperative drivers
- Tasty, hygienic food
- Clean & comfortable accommodation
- Good quality equipment
On average an unhappy customer will tell 8-10 people about their bad experience.

7 out of 10 complaining customers will do business with you again (or tell other people to use your company) if you resolve the complaint in their favor.

If you resolve a complaint on the spot, 95% will do business again (or tell other people to use your company).
Why customers do not come back and do not recommend your company?

Product Dissatisfaction

Better Prices Elsewhere

Others

Poor Service

69%

13%

9%

9%
What qualities of your company are important to our customers?

- Accurate itinerary
- Clear cost/inclusions
- Friendly staff
- Always on time
- Good organisation
- Polite staff
- Honest staff
What is Customer Service?

- Any or all contact which the customer has with your company.
- It is the ability to provide a service or product in the way it has been promised.
- It is also about treating clients with respect, individuality, and personal attention.
Customer Service – GUEST

• G – Greet the customer
• U – Understand customer needs
• E – Explain all situations
• S – Suggest experiences
• T – Thank the customer
Good, Bad, & Excellent Service

བར་འགོང་མཐའ་གཟིང་གི་ཞབས་
Good Customer Service

Good service is when the customer gets treatment that meets his/her expectations.

Customer Expectation

What Customer receives
Bad Customer Service

Bad Service is when customer gets treatment which is less than his/her expectations.

Customer Expectation

What customer receives
Excellent Customer Service

When the customer gets a little more than what he/she expected, Good service becomes Excellent service.
Any point in customer interaction during which the customer has an opportunity to form an impression (negative or positive) about the company through its services.
Moment of Truth

○ When a Moment of Truth for a customer has been a negative experience, it becomes a **Moment of Sadness**

○ On the other hand, when the interaction has been extremely positive, it becomes a **Moment of Happiness** for the customer.
The Service-Profit Chain

Higher Incentives/Bonus to Staff

Service-oriented staff

Good Service – Satisfied Clients

Higher Sales

Higher income/More profits

The Service-Profit Chain

Higher Incentives/Bonus to Staff

Service-oriented staff

Good Service – Satisfied Clients

Higher Sales

Higher income/More profits

The Service-Profit Chain

Higher Incentives/Bonus to Staff

Service-oriented staff

Good Service – Satisfied Clients

Higher Sales

Higher income/More profits
Complaint Handling

- Appreciate/thank the customer for sharing the complaint
- Apologize for the error / mistake / inconvenience
- Listen actively and nod from time to time showing real interest in the problem
- Try and think like the customer is thinking – Put yourself in the customers’ place
Complaint Handling

- Do your best to fix the problem. If you cannot fix the problem explain this to the customer and look for an alternative.
- If the problem cannot be fixed immediately, make sure a good alternative can be found. You MUST find a solution.
- Keep working on finding a solution until the customer is happy.

**REMEMBER**

Don’t take customers’ complaints personally.
Different Customer Types

How to react to complaints
Angry Customer

A mistake or misunderstanding has made this customer mad.

What to do?

- Let the customer finish talking. Don’t interrupt. Listen carefully.
- Be firm and polite and give them solutions to their problem.
Demanding Customer

The customer who wants more than you can offer. They are not easily satisfied.

How to Handle?

- Be firm yet polite
- Be professional
- Avoid being too quiet or rude
Quiet Customer

The customer who listens to you. Is very quiet and extra-polite. Will sound apologetic when they complain.

How to handle?

○ Listen carefully what they have to say

○ Sound professional and do not ignore them

○ Gain their confidence
Bad Words in Customer Service

- Impossible
- NO
- You can’t do that
Hints for Good Customer Service

(Before they arrive)

Create your clients expectations of their trip

- Be honest and realistic with all your marketing material
- Don’t promise anything you cannot deliver
- Be very clear on what is included and what is not included in the trip
- Be very clear on the level of service and the conditions your clients will get
- Be well organized and answer emails/phones promptly
Hints for Good Customer Service

Smile & Communicate

Make yourself presentable/dressed appropriately

Greet each client when ever you meet them.

Use positive verbal & body language

Always make eye contact when speaking to clients

Be a good listener and show interest in what the client is saying

Smile & Communicate
Tips for Good Customer Service

- Communicate each days/sites plan. Let them know any changes in advance.
- Identify & anticipate client needs – they want good feelings & experiences
- Make customers feel important & appreciated
- Smile & Communicate
- Apologize when something goes wrong
- Give more service than they expect
- Smile & Communicate
Questions & Discussion time

हे अध्यायको हेर्ने समय सहज हुनेको