

11.1 Customer Service and Relationship Building

In this lesson you will learn :

1. The importance of customer service and interaction
2. The need to build customer relationships
3. How to build good relationships with customers

What do you think is the meaning of customer service? Give 2 examples.

**Thinking
Box**

Let's learn about the importance of customer service and interaction

Customer is a person who buys a product or service. Customer service is the service that we give a customer before, during or after a purchase.

For example when you go to a departmental store, the sales person near you volunteers to find the products and helps you with. When you go to buy a mobile phone, the sales person identifies your needs and starts giving you more options for mobile phones that you might want to buy. These are a few examples for customer service.



Why is customer service important?

1. When customer service is good, customers will come to the shop to buy products and services again and again. This means that the business will grow.
2. Happy customers will talk to others about the products and service. So more new customers are created.

5 Simple ways by which good customer service/ interaction can be achieved.

1. Smile and greet customers.
2. Help them with patience.
3. Clear the customers' doubts wherever necessary.
4. Talk to them, understand their needs and support them accordingly.
5. You can share your goodwill by informing them about offers, discounts and new launches too.

Here is a list of good and bad ways to provide customer service. Tick ✓ the good and bad ones from the checklist.

	Good	Bad		Good	Bad
1. Patience	<input type="checkbox"/>	<input type="checkbox"/>	7. Complaints	<input type="checkbox"/>	<input type="checkbox"/>
2. Smile	<input type="checkbox"/>	<input type="checkbox"/>	8. Follow up	<input type="checkbox"/>	<input type="checkbox"/>
3. Product Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	9. Delay in service	<input type="checkbox"/>	<input type="checkbox"/>
4. Rude	<input type="checkbox"/>	<input type="checkbox"/>	10. Dishonest	<input type="checkbox"/>	<input type="checkbox"/>
5. Ignore the customer	<input type="checkbox"/>	<input type="checkbox"/>	11. Not knowing your customer	<input type="checkbox"/>	<input type="checkbox"/>
6. Pushing to buy ignore	<input type="checkbox"/>	<input type="checkbox"/>	12. Disrespect	<input type="checkbox"/>	<input type="checkbox"/>

Let's learn about the need to build customer relationship

The need for customer relationships is beyond putting a smile on the customer's face. It is needed to:

1. **Create a Positive Relationship:** By understanding and resolving the concerns of the customer.
2. **Retain Customers:** By making customers come back again and again to buy the products/ service.
3. **Ensure Customer Satisfaction:** A fully satisfied customer becomes an Ambassador of the business. So one must work towards customer satisfaction.



What will happen if we don't develop a good relationship with customers?

Let's learn about how to build good relationships with customers

Good relationships with customers can be built with time, effort and trust.

The 4 C's to create good customer relationship



Connect

Identify your customers. Let your customers understand your product or service. Connect with your customers through social media, ads etc.



Create

People never forget how you made them feel, so create a unique experience for your customers.



Confirm

The unhappy customers are the greatest source of learning. Get feedback regularly and confirm the quality of your service.



Commit

Keep up the promise and respect your customers' time.

Activity Time!

Visit a couple of shops alone or with your friends. Do a keen observation of their customer service right and rate them on the basis of the checklist shared earlier. Come back and discuss your experiences with each other.

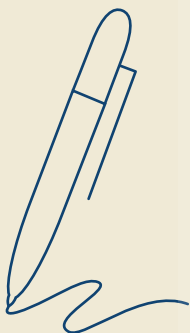
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What I learnt today:

Put a ✓ if you know this topic well.

1. Customer service is the service that we give a customer before, during or after a purchase.
2. The growth of a business is based on how we treat and interact with our customers.
3. Create a positive relationship, retain customers, ensure customer satisfaction is important in maintaining customer interaction
4. We must practice 4 C's to build good relationships with customers



11.2 Types of Customers

In this lesson you will learn :

1. Who is a customer
2. Different types of customers
3. How to communicate with the different types of customers

What are the different ways through which customers can help a business grow?

Thinking Box

Let's learn about who is a customer

1. A customer is a person who buys a product or service from a seller or vendor through a financial transaction.
2. Customers bring the revenue for a business. So they are very important for small businesses as well as for big businesses.
3. Customers have the choice to choose their products / brands / services. All businesses have to compete with each other to attract customers with their new ideas and offers



BSNL



As a customer, write down your favorite products or services.

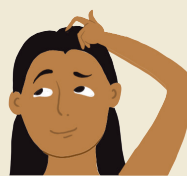
Products	Services

Let's learn about different types of customers

Identifying the different types of customers helps us to deal with them effectively.

There are 5 types of customers:

1. **New Customers** – A customer who buys a product / service for the first time
2. **Loyal Customers** – A customer who repeatedly buys a product or service.
3. **Dissatisfied Customers** – A customer who is not happy with the product or service and has complaints towards it.
4. **Researching Customers** – Customers who do a lot of analysis, comparisons and reviews before buying or using any product or services. You may need to engage with them several times.
5. **Bargaining Customers** – A customer who looks for offers / best deals / discounts or additional benefits in their purchase and argues for the same.



New Customers



Dissatisfied Customers



Loyal Customers



Researching Customers



Bargaining Customers



Recall an incident when you were an 'angry customer'. How could the customer service be better to not make you angry?

Let's learn about how to communicate with different types of customers

Best ways to handle the different types of customers

1. New Customers

- The good thing about this type of customer is they have already finished their research and are very close to buying a product/ service.
- Guide them with more options.
- Keep the customer well informed about the product or service details.
- In short, be ready to answer all their queries.

2. Loyal Customers

- Show appreciation to such customers.
- Provide them with additional benefits & special offers.
- A well-written thank you note along with some discounts can also make them feel happy.

3. Dissatisfied Customers

- Show them empathy in the first place.
- Make them understand that you are eager to solve their problem.
- Act very quickly.
- Do not hesitate to apologize.

4. Researching Customers

- Ensure to provide maximum details.
- Talk about testimonials and user feedback.
- Provide them with comparison against competitors.
- Allow them to use samples and show them demonstrations.

5. Bargaining Customers

- Make them understand the value they gain from customer service. Treat them specially.
- They will be attracted to huge deals and sales.
- Fix the right price.

**Activity
Time!**

As a customer, what will be your 3 most important expectations?

1. _____
2. _____
3. _____

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What I learnt today:

Put a ✓ if you know this topic well.

1. A customer is a person who buys a product or service from a seller or vendor.
2. Customers have the choice to choose their products / brands / services.
3. Identifying the different types of customers helps us to deal with them effectively.
4. Keeping customers well informed about the product, solving problems, attracting them on huge deals and sales will promote business.

11.3 Probing to Identify Customer Needs

In this lesson you will learn :

1. Recognize the importance of understanding customer needs & expectations
2. How to identify customer needs
3. Practice probing with customers

What questions can you ask to understand customers' needs?

**Thinking
Box**

Let's learn about the importance of understanding customer needs & expectations

Let's imagine that you are growing a tomato plant. What will ensure that your plant grows big, red tomatoes?

Firstly you need to understand the needs of the plant. Next you provide proper care for the plant. If you grow plants with love, care and passion, you will be rewarded with a rich harvest. Isn't it?

The same logic applies to customers too!

Knowing and understanding customer needs is the key of every successful business. **Caring for customers is key to growing your business!**

The basic reason to understand the customer's needs is to provide them with what they need. That makes the customer happy. Customers who love your product/service are likely to promote you to similar customers in the market.

Only if a business can understand its customer needs and expectations, it can achieve the following:



Repeated Sales



Stay Updated



Building Trust



Be a Competitor



Imagine that you are a regular and happy customer of a vegetable shop near your home. How will you help the vegetable business to grow?

Let's learn about how to identify customer needs

Identifying customer needs is simple. Check about the following five areas with customers:

Price - What is the price range customers have.

Quality - What kind of quality do the customers need

Choice - What kind of product or service does the customer like. For ex., colors, material, feel which customers like

Experience - What kind of customer service will make the customer feel good?

Convenience - What kind of use is the customer looking for? For ex., do they want a shoe to walk in rainy season or football shoes?



Think and write down from your experience as a customer How your need was identified and fulfilled while buying a product or service?

Let's learn how to practice probing with customers

Probing is a way to understand the customer's needs and emotions by asking the right questions and to deliver a better service. To practice effective probing with customers, we can follow funnel technique.

1. Open Questions

Ask questions that help to understand the feelings, thoughts and opinions of a customer. This will help to continue the conversation further.

Ex: What are you looking for? Are you buying for yourself or is it a gift?

2. Probing Questions

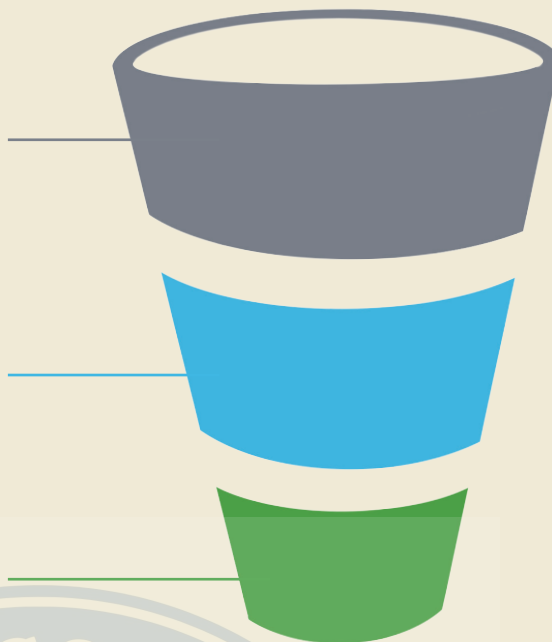
These questions help us to go deeper into the conversation and give more clarity on the customer needs and expectations.

Ex: What is your budget range? What is the age of the person you are buying for?

3. Closed Questions

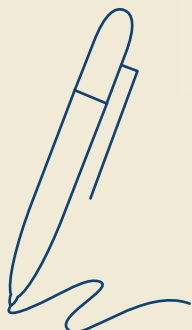
These questions are asked to get particular information or a specific detail.

Ex: Will this product suit your needs? Do you think your friends will like this product?



Activity Time!

You are a customer in the National Clothes Center. You are buying a dress for your sister. Your classmate is the salesperson of the dress shop. Practice probing questions. Enact in front of your class. Write down the various questions you will use in the role play.



What I learnt today:

Put a ✓ if you know this topic well.

- 1. Understanding customer needs is the key to a successful business.
- 2. Understanding customer needs will help in sales, building trust and staying updated with market trends.
- 3. Identify customer needs by checking about - price, quality, choice, convenience, experience.
- 4. Probing is a great way to check customer needs.
- 5. Probing: Open questions -> Probing questions -> Closed questions

11.4 Simple Techniques for Communicating with Customers

In this lesson you will learn :

1. Importance of using selling techniques
2. Using simple selling techniques: FAB & Cross Selling
3. Selling to Customers

Put a ✓ on the correct option. The selling technique should be based on:

- Customer needs
- Our choice

**Thinking
Box**

Let's learn about the importance of using selling techniques

All businesses require some type of selling. Customers can sense if a salesperson is dishonest or not confident. That is why it is important to earn their trust and build a relationship.

You must practice your voice tone, body language (maintaining eye contact) and closing a sale after making your pitch.

Selling techniques help us in building a relationship with the customer and making sure that they make a purchase.



We should practice a few things to be able to make a successful sale. Put a tick ✓ for the correct options:

- Voice tone
- Cooking
- Eye contact
- Body language
- Chatting with friends

Using simple selling techniques

Here are two simple selling techniques every salesperson should know and practice:

FAB

Cross Selling

FAB: FAB is a logical approach that helps a customer to discover the product or service.

Features	Advantages	Benefits
The characteristics of a product or service, which can be Technical, Physical or Descriptive	The actual functionality of features in a product or service	The usefulness and the improvement that customer can get it by using the product or service
<ol style="list-style-type: none"> 1. Provides a clear idea on the benefits of the product or service. 2. Helps customers make better choices. 3. Increases the sales and profit for the business. 		

Let's learn how to practice FABing.

By identifying FAB of the product or service we can start writing the FAB statement for our sales. It has 3 easy steps.

List down all the features of a product or service.

Write down one or two advantages of each feature.

Get into customers' shoes and write a benefit statement.

Product Name: Smart Phone

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Features	Advantages	Benefits
<ul style="list-style-type: none"> • 4000 mAh battery • Fingerprint sensor • 120 megapixel camera • Wireless charging • 64 GB RAM & 2.0 GHz processor 	<ul style="list-style-type: none"> • Long lasting battery • Security • Good pictures • Handy charging • Fast processing 	<ul style="list-style-type: none"> • More power storage • Personalized lock • Capturing more image • Charge battery without cable and plug • Running apps to store their data & processing speed

The FAB statement for the above smartphone.

"The long lasting battery with 4000 mAh will help you to use the mobile for whole day with just one time wireless charging. The fast processor allows you to use multiple applications at same time. You can take beautiful pictures with 120 mega pixel camera. 64 GB RAM supports you with more storage capacity".

Identify a product/service around you and write down a FAB statement for it

Product Name:

Features	Advantages	Benefits
Your FAB Sales Statement		

Let's learn about cross selling

Cross Selling is a sales technique that aims to market additional products to the customers.

Why cross selling

1. Adding value to the customer
2. Increasing the overall revenue
3. Customer Engagement

How to do Cross Selling

1. Identify related products and services suitable for cross selling.
2. Identify suitable customers to cross sell the products and services.
3. Develop a cross selling promotions and suggestion plans.



Activity Time!

Visit any nearby shop/market. Make a list of products or services that are sold using cross selling technique.



What I learnt today:

Put a ✓ if you know this topic well.

1. You must practice voice tone, body language and closing a sale for making a successful sale
2. Selling techniques help us in building a relationship with the customer and making sure that they make a purchase.
3. A FAB Statement helps in explaining the **F**eatures (facts & specifications), **A**dvantages (usefulness), and **B**enefits (functionality) of a product or service.
4. Cross Selling is a sales technique that aims to market additional products to the customers.

11.5 Closing Sales and Customer Feedback

In this lesson you will learn :

1. Importance of closing a sale or service
2. How to close a sale or service
3. Customer feedback and Satisfaction

What do you think the words “closing a sale” means? Use Google and find out more!

**Thinking
Box**

Let's learn how to close a sale or service

Closing a sale means the process of completing a sale.

Closing is the stage where the buyer commits to buy the product or service.

Closing techniques is an essential skill to become a better salesperson.

There are 2 major opportunities to close the sale. They are:



Select the statements which show closing the sale. Here are two statements

- What are the features of this product?
- I will buy this phone, it looks good.

Let's learn how to close a sale or service

There are many closing sales techniques. The 3 most important closing sales techniques are:

Now or never closes:

The sales person tells an exclusive benefit and creates a sense of urgency and moves the customer to make a decision to buy.

Example: "This offer exists only for today"

Summary closes:

The sales person keeps reminding the value and benefits of the product or the service in order to close the deal. Help the customer to visualize the points discussed by an impressive summary.

Example: " So we have the SmartTV with wider screen, 5 years guarantee and with accessible service centers. When would be the good time to deliver?"

Question closes:

The sales person closes the sale in the form of a question. The question aims either for a closure or more information to understand the reason for not closing the sales.

Example:

Does this offer meet your expectations?

Is there a specific expectation that is not being met with this offer?



Do a Google search to find more closing sales techniques and write it below.

Closing Sales Techniques

Let's learn about customer feedback and satisfaction

The easiest way to find the happiness and satisfactory level of a customer is by getting their opinion. Customers sharing their experience and opinion about a product or service is called customer feedback. The performance of a business is directly connected to customer satisfaction. So it is important that customers are happy to use the products or services delivered.

Customer feedback is important for the below said reasons:



Serves as a guide for the business



Improve products and services



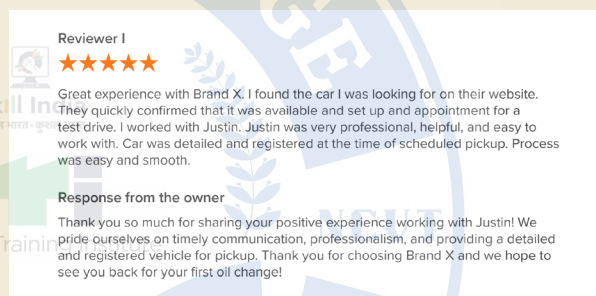
Sign of valuing customer

Simple and effective ways to collect feedback from customers.

1. Ask for review on social media



3. Customer testimonial



2. Customer feedback survey

[Template] Customer satisfaction (CSAT) survey

Questions marked with an * are required.

How would you rate the [support/onboarding/product/etc] experience? *

Good

Bad

What's the main reason for your score? *

Please type here...

Is there anything you'd like to add? We love feedback. *

Please type here...

SEND

Activity Time!

Have you ever done online shopping? Go to any online shopping portal (amazon/myntra/flipkart) and choose any item. Check out customer feedback in the reviews section and note down key experiences shared by customers.



What I learnt today:

Put a ✓ if you know this topic well.

1. Closing sales technique is an essential skill for a salesperson.
2. The 3 important closing techniques- Now or never close, summary close, question close.
3. Customer satisfaction is the key to business growth.
4. Feedback helps us to understand the expectations of the customer.
5. Simple and effective ways of getting feedback- review through social media, customer surveys, and customer testimonials.

12.1 Positive Work Environment

In this lesson you will learn :

1. Being part of a positive workplace.
2. Building healthy relationships at the workplace.
3. How to conserve energy in the workplace.

You have joined a new workplace. Note your ideas of your dream workplace in the table below:

Thinking Box

What will make it a positive work environment?	What will make it a negative work environment?



Let's learn about being part of a positive workplace

When you join a workplace, you will spend 8 hours a day there at your workplace everyday. That is 1/3rd of your day! The place we work in has a huge influence on how we feel about our job.

A positive work environment will make you feel good about coming to work, and provide you with the motivation to keep working throughout the day. Workplaces where there is trust, cooperation, safety and support create positive experiences for both employees and employers.

What makes a workplace positive?





Talk to a friend or family member who is employed. Find out what they like about their work environment and things they would like to improve in their workplace. **Tip: You can refer to the diagram on the previous page to ask questions. For example: Are your supervisors and coworkers supportive?**

Things they like at their workplace	Things they want to change at their workplace

Let's learn how to build healthy relationships at work

When you join a workplace, you will be introduced to many new people whom you will meet almost daily. You will have a new supervisor and coworkers. You may even work as a part of a big team

It is important that you develop positive professional relationships with your coworkers at your workplace. It leads to increased job satisfaction and motivation. **Here are some tips to help you:**

	Greet your coworkers everyday.
	Make a plan for your day. If you require the support of your coworkers, inform them in advance.
	Reach out politely if you have questions or need help.
	Express gratitude and thank people when they help you.
	Be a good listener.
	Support your coworkers when they ask you for help.

Let's learn how to conserve energy in the workplace

Conservation of energy means to use less resources (electricity, water, paper, chemicals, fuel etc) and save energy.

Energy conservation can be successful when all the employees of a company contribute to save energy. The company also needs to create the right policy & rules to save resources.

The few best practices that can conserve energy in workplace:

- Switch off lights when not in use.
- Upgrading out-dated equipment to more energy efficient options.
- Switch off equipment when not in use.
- Print only when needed.
- Use renewable energy like solar energy
- Save water by using less water



Activity Time!

Find out a few tricks online to conserve energy in your home and office.

What I learnt today:

Put a ✓ if you know this topic well.

1. Positive workplace impacts the quality of work.
2. Need to develop good qualities to build healthy relationships in the workplace.
3. Saving energy in the workplace saves money as well as the non-renewable resources of the earth.

