

Customer service



Unit: Know how to support clients who take part in exercise and physical activity

The customer

Customers can be classified into 2 distinct categories

- **External customers** - people who pay for products or services, such as health club members
- **Internal customers** - people who rely on the instructor or the instructor relies on them for support, information and products, e.g. other staff

The internal customer relationship will often affect the paying external customer



Customer service



Good customer service incorporates the following four elements:

- Expanding the definition of service
- Knowing who the customers are
- Forming positive relationships
- Developing a customer friendly attitude



The customer

Customers are the lifeblood of the fitness industry

No customers
No industry



Expanding the definition of service



The quality of the service offered shapes every interaction with customers

Good service will require:

- Giving the customer what they want
- Managing the customers' expectations
- Providing solutions, not creating barriers
- Going the extra mile



The importance of customer care



For the client

For the organisation

Provides a positive customer experience

Builds a positive reputation

Increased enjoyment and satisfaction

Reflects professional practice and high standards

Ensures needs, wants and expectations are met

More repeat business and returning customers

Increases likelihood of them adhering to exercise

More referrals – new customers

More likely to share experience with friends

Business will flourish and grow

They will continue to use services

Industry sector growth

Positive and upbeat environment for external customers

Positive working environment for internal customers

Customer service

Pair task

Think about some different times when you have been a customer

Reflect on examples of when you were provided with:

- Exceptional service
- Poor service

What made these experiences exceptional or poor?



Customer service experiences

Exceptional

- Immediate and full attention given
- All needs and wants fully met and exceeded
- Got more than expected
- High quality service
- Staff helpful and friendly
- Excellent value for money
- Positive and inspiring environment

Poor

- Kept waiting
- Impolite, dismissive or rude staff
- Low quality product
- No value for money
- Didn't get what expected
- Didn't get what wanted or needed
- Negative, uninspiring environment

Customer satisfaction

- Customer satisfaction leads to customer retention and repeat business
- Dissatisfaction leads to customers looking and maybe going elsewhere

Customer service

How can you build positive relationships with customers?

Why is this important?



Forming positive relationships



Positive relationships lead to positive experiences and happy customers

The aim of any potential relationship between customer and instructor is to build rapport

Positive communication involves a number of essential elements

- Active listening
- Body language
- Tonality and use of language

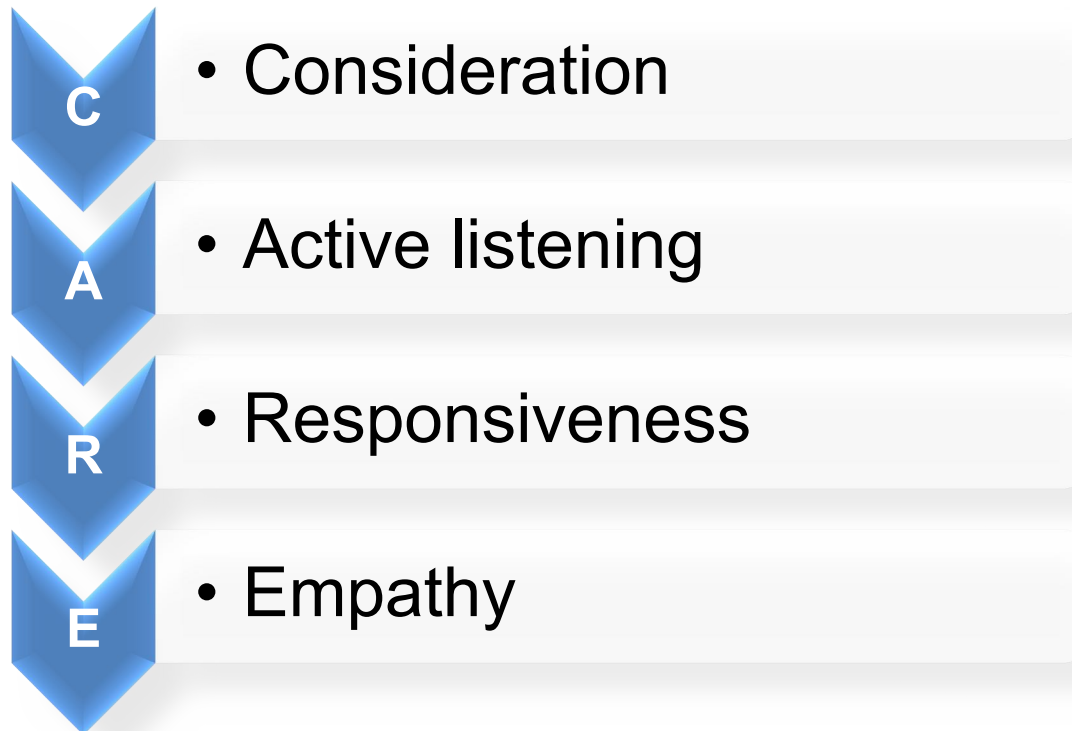


Developing a customer friendly attitude



A customer friendly attitude comes from an understanding of how important they are to the success of a business

The CARE acronym illustrates the essence of developing a customer friendly attitude



Customer complaints



The following factors that will improve the way a complaint is dealt with:

- Listen and take ownership of the complaint
- Always be polite
- Remain calm and never enter into an argument
- Record the complaint (fill in complaint form)
- Acknowledge receipt of the complaint and reassure the customer
- Offer a point of contact
- Advise the client of possible solutions or alternatives
- Ensure the client is pacified before leaving
- Inform relevant persons of the problem
- Feedback to the client on progress



Dealing with an angry customer

Careful attention should be paid when dealing with an upset customer to the tonality of voice and both verbal and body language



Dealing with an angry customer



Aggressive language

Don't you dare speak to me like that!

With that attitude, how do you expect to resolve this?

Shut up, otherwise I will not continue this conversation.

Aggressive body language

Face scowling

Arms folded and closed posture

Invading personal space

Assertive language

I'd prefer it if you didn't speak to me in that way.

I hear your frustration, let's see what we can do to resolve this?

If you persist to use bad language I will be unable to continue this conversation.

Assertive body language

Open facial expression

Open posture

Standing a respectful distance

Organisational procedures



Follow the organisation's procedures to ensure:

- Everyone is treated equally and fairly.
- A positive image of the Company is maintained

Remember, every complaint is an opportunity!

"The customer doesn't expect everything will go right all the time; the big test is what you do when things go wrong."

-Sir Colin Marshall



Remember!

Always check with the client that any need or complaint has been dealt with to their satisfaction.

This shows attention and interest and allows for any unresolved issues to be sorted.

This attention may exceed their expectations.