



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



SUBJECT: OFFICE PRACTICE

LEVEL: 4

MODULE/CHAPTER NO: TOPIC 4
MODULES 25-29

Customer requirements and how to deal with them

- A business wants to know what customers consider most important so that the employees can address these issues in order of importance.

Customer expectations and how to deal with it

- Accuracy, reliability
 - Provide accurate info, price appropriate, enough stock, specials advertised are available, staff well trained
- Courtesy, empathy, commitment
 - Know the products, make good recommendations, understand customer needs, be courteous, be honest
- Quality products & services
 - Well organised store, visible displays, easy to find, accurately priced, good quality, Well known brands are stocked
- Punctuality, helpfulness
 - Quick service, listen, give good advice, information and be willing to help

Module 26:

- Deciding how best to promote the features and benefits of products and services

Product Range

- Width of product:

- The number of product lines in the product range.
- The different kinds of products sold by the organization.
- E.g. C & G textiles make bedding & clothing, GAME, MAKRO



- Depth of product:

- Different product items (models) in each product line.
- E.g. C & G textiles makes cotton clothing for men, ladies & children

- Consistency:

- Similarity or relationship between the different product lines
- E.g. C & G textiles makes products from cotton

➤ Product range (continues)

➤ **Advertising Media:**

➤ Non-personal communication in the mass media

➤ Advertiser pays for it

➤ Advertiser determines the content of the adverts

➤ **Personal Sales:**

➤ Face-to-face contact with consumer

➤ Employees must be experienced and skilled to sell products



Sales promotions:

Draw customers in by:

- Offering discount coupons
- Holding product demonstrations in the shop
- Displaying products at cash registers
- Offering free samples of products



Publicity:

- It is free and more credible if it is reported from one consumer to another

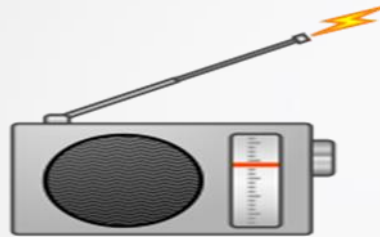


Types of advertising media:

- **Printed media:** newspapers, magazines, brochures, pamphlets
- **Electronic media:** radio, television, cinemas, internet, Facebook
- **Outdoor advertising:** posters & billboards, advertisement on doors, windows, vehicles of businesses
- **Exhibitions:**
- **Email or sms reminders** sent to customers e.g. doctors, dentists
- **Sponsorships:** e.g. community projects, sport events

When choosing an advertising medium, you need to consider the following aspects:

- Establish target market
- Determine time of day advert much reach target market



- Would a once-off advert be sufficient? Or must it be repeated?
- Decide if one product or a range of diverse products be advertised in one go.
- How much time is available to run advert?
- How much money is available for advertising?
- Choose a medium that suits the product.
- Decide if it is local, regional or national advertising campaign.

Strong points of the different media:

<u>Media</u>	<u>Strong points</u>	<u>Examples</u> (p 239 & 240)
<ul style="list-style-type: none">• Newspapers• Magazines• Television• Radio	<ul style="list-style-type: none">• Broad coverage, low cost, adaptable• Keep it longer, some has prestige value• Can demonstrate products, large audience, adaptable• Not too expensive, adaptable, make use of local celebrities to advertise	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Also look at advantages & disadvantages of the media (p 240 & 241)		

What are advertising agencies?

- Also called marketing specialists
- They are organizations that specializes in advertising
- They do the work for businesses that do not have the knowledge or capabilities to advertise effectively
- Advertiser pays for this service

Why would you use an advertising agency?

- They are specialists in marketing
- Agencies have a more realistic approach to marketing & create imaginative messages
- Total marketing programme can be designed and adjusted as needs change
- Is cost-effective

How can you measure the effectiveness of adverts or advertising campaigns?

- 1. Customers can be asked how they became aware of product
- 2. Customers can complete research/coupon questionnaires with a reward
- 3. Keep track of number of customers that visit during the advertising campaign
- 4. Compare sales volumes during campaign with sales volumes before campaign.

MODULE 27: WAYS TO RECTIFY COMPLAINTS

- React to all complaints with an apology
- Give a solution to the problem
- Give some form of compensation
- Rectify complaints by focusing on a **customer-friendly process**
(no long queues, chairs, assistance for disabled customers)

Pages 243 & 244

- **MODULE 28:**

WAYS TO IMPROVE THE PROCEDURE
FOR HANDLING CUSTOMER
COMPLAINTS

How can one improve the procedure For handling of customer complaints?

- ✓ Stay in contact with customers on a regular basis while handling complaint
- ✓ Establish a customer focus group which consists of most loyal customers who meet regularly & give input
- ✓ Resolve customer complaints quickly and successfully (phone calls & emails answered quickly)
- ✓ Stay away from bureaucratic procedures and paperwork (important decisions are made by high officials – waste time & effort)
- ✓ Management must be easily contactable
- ✓ Check that employees know & abide by the customer service policy (short training if needed)
- ✓ Revisit & rethink current procedures for handling complaints
- ✓ Keep record of complaints as a reference





- **MODULE 29:**
WAYS OF INCREASING CUSTOMER
SATISFACTION

List items that can be part of your action plan to increase customer satisfaction

- **Meet and exceed customer expectations**
- **Keep up with latest trends in industry**
- **Make a great first impression on customers**
- **Be quick and sensitive in resolving complaints or enquiries**
- **Do regular surveys/research to determine customer perceptions**
- **Constantly improve employee satisfaction.**
- **Be approachable & responsive**
- **Create a user-friendly website**
- **Have clear goals & policies in place that all is familiar with.**



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