

Maklumat INFO PinTAR

Info PinTAR merupakan buletin rasmi Perpustakaan Tun Abdul Razak, Universiti Teknologi MARA. Buletin ini diterbitkan tiga kali setahun bertujuan menjadi perantara warga PTAR dengan seluruh pelanggannya. Penerbitan buletin ini diharap akan menjadi satu alat dalam mempromosikan perkhidmatan perpustakaan kepada pelanggan dalaman dan luaran.

Info PinTAR mengalu-alukan sumbangan artikel ilmiah dari warga PTAR dan seluruh cawangannya. Pihak Info Pintar tidak bertanggungjawab di atas semua pendapat penulis.

Menarik di dalam.

- Dari Meja Ketua Pustakawan
- *mukasurat 2*
- KMK PTAR Membanggakan
- *mukasurat 3*
- Bengkel Pustakawan
- *mukasurat 4*
- Bengkel Pengurusan Pusat Sumber Sekolah Menengah Negeri Sabah
- *mukasurat 8*
- Teknik Pencarian
- *mukasurat 11*

TOWARDS DELIGHTING YOUR CUSTOMERS

By
Hamidah Kassim

Introduction

Giving your customers more than they expected means delighting them. Delight is far more than satisfying. You must plan on producing and delivering high quality products and services. Remember that you are not just selling your customers products/services, you are selling them satisfaction or value.

Making customer-driven programs work across the organization requires a systematic approach as follows:

| STEPS | ACTIVITIES | ACTION |
|-------|--------------------------------|--|
| 1 | Setting the service vision | Getting started |
| 2 | Gaining commitment | |
| 3 | The go / no go decision | |
| 4 | Segmenting the customers | Measure what is important to customers |
| 5 | Defining success criteria | |
| 6 | Customer feedback | |
| 7 | Analysing results | Delighting the customers |
| 8 | Making change happen | |
| 9 | Communicating the change | |
| 10 | Choosing where next to compete | Continuous improvement phase |

Customer Behavior

Customer behavior follows a pattern known as AIDA: Attention; Interest; Desire; Actions.

In order to attract customers' **attention**, your products and services have to be known to them. Their **interest** will be stirred, if they feel that the product or service is right for them. If they like what they hear or see, they

will begin to **desire** it and that will produce **action** to acquire it.

Listening to Customers

The major drive for change should be your customers. Listen to their wants and take note of the actions to be taken :

- Improve the quality of your communication with them. Communicating involves listening as well as informing.
- Ensure that their comments and suggestions are acted upon.
- Make them more likely to come back.
- Ensure that technological developments are incorporated.

LICAL is an acronym for 5 easy ways to lose customers which means :
Lying ; Ignorance ; Complacency ; Arrogance & Lethargy

Does your customers came to you or do you go to them? Making an effort to make things convenient for them give a strong message about how you view them.

Customer Service

Customer service is not just about what you deliver, but how you deliver it. No matter how good your systems are, it is the people factor that gives the glow. Staff must be friendly, interested, unhurried and personal to make the customers feel special.

Treat people as one of one and not just



(dari m. s. 1)

another customer. Use their names, remember their needs and smile - all these provide that added extra good service. Excellence is when you do more than the customers expected.

Quality of Staff

One key characteristic of an excellent organization is that it realises the contributions of all its staff. There can be quality systems, but without well-motivated, well-informed staff, customer service will suffer. If the organization does not look after its staff, it will not be able to look after its customers. Organization must have the right quality of staff. Train them in customer care and supporting skills like time management and creativity. Training and learning combined are vital in providing good services. A reward structure must also be considered so that staff feel they are appreciated.

Surveys show that the “good staff” is the single highest factor of influence for customers. Staff must be able to relate to customers, they must have “high interpersonal skills”. Mastering the skills of observing, listening, asking and feeling (intuition) is also a requirement.

Managing Relationships

Organization needs a customer-focused mission statement. You have to focus on customer wants. Focus means building relations.

Publicise code of practice which should be displayed in service centres and on your website. This is designed to address all concerns of the customers.

Expressing regret is another important aspect. When an apology is expected and deserved it should be given. Customers should be able to count on some external signs of appreciation. The phrase “thank you” is more powerful in gaining future customer than the word “please”.

Measurement and Monitoring

A key to effective change is measurement and monitoring. A balanced scorecard consisting of indicators from 4 aspects of the organization is required:

1. Finance
2. Internal business and processes
3. Learning and growth
4. The Customer

Customers expect world-class performance and services. Hence you have to **benchmark** outside your organization to establish standards of operation. This process has twin objectives:

- 1) Learning together to improve
- 2) Cementing personal relationship

These measures will give an overall picture of the state of the organization and enable it to chart progress.

You need to check that you are delivering consistently through surveys / questionnaires to ensure that customers are fully satisfied with the services they received.

There are now national and international standards for many areas of production and services e.g. British Standards for Quality Management System and its equivalent **International Organization for Standardisation (ISO)**.

You can measure quality via customers comments and complaints. Complainants are a valuable body of customers as they have identified themselves as being aware of standards and willing to communicate a number of messages. You need to analyze trends and use statistical information. What gets measured, gets recognized and must be rewarded.

Conclusion

Delighting customers is all about effective implementation and people involvement. Customers who are satisfied become return customers. Those who are dissatisfied can also become return customers only if staff responds quickly and resolve their dissatisfaction completely and sincerely.

Bibliography

1. Carr, Clay. (1990). Front-line customer service. New York : John Wiley.
2. Cartwright, Roger & Green, George. (1997) In charge of customer satisfaction. Cambridge, Massachusetts : Blackwell.
3. Clegg, Brian. (2000). The invisible customer: strategies for successful customer service down the wire. London : Kogan Page.
4. Cram, Tony. (2001). Customers that count. London : Pearson Education
5. Donovan, Peter & Samler, Timothy. (1994) Delighting customers. London : Chapman & Hall.