

Business

Customer service



BTEC unit covered

Business: Unit 4 Principles of customer service

Key terms

Customer service: taking care of the customer's needs by providing professional, good quality service and assistance at the time of sale and thereafter and satisfying the customer's needs



Learning objectives

- To understand how Thames Water provides customer service
- To recognise the importance of good customer service

Suggested activities

- Use slides 2-3 to discuss the definition of customer service and ask students to volunteer examples of good customer service they have recently experienced or witnessed
- Slides 4-5 introduce Thames Water as a business and should be used to contextualise the importance of good customer service to a large business

Recommended resources Slides 2-5 of supporting presentation

- Slides 6-7 list some of the key elements to providing good customer service. Students should think about each of the elements and the impact on the customer experience if these are not met
- **Student activity:** What would be the repercussions if a call centre operator was rude to a customer or did not have important information necessary for the customer? Discuss these as a group
- **Student activity:** Students should think through the benefits to a company of providing good customer service before using slide 9 to review the benefits outlined. Conversely, what would be the repercussions of a consumer receiving a bad customer service experience? Discuss these ramifications as a group
- Slides 10-13 explain which team members within the Thames Water business engage with customers and highlights the numerous ways Thames Water communicates with its customer base
- **Student activity:** Using the Thames Water staff role information sheets, write a short paragraph on how each staff member is able to meet the needs of the customer and provide exemplary customer service

Recommended resources Slides 6-13 of supporting presentation, Staff role information sheets

- Slides 14-17 outline Thames Water's commitment to its customers and list some of the benefits and initiatives it offers
- **Student activity:** Discuss the various types of customer a utility provider such as Thames Water might have – these include customers with sight problems, customers who are deaf or hard of hearing, customers with mobility issues, customers with young children and the elderly. What specific support might these groups need?
- Slides 18-19 details how Thames Water demonstrates commitment to these different customers through its extra care services to ensure the customer service experience is a positive one
- Slides 20-21 list a few of the ongoing performance monitoring measures that Thames Water undertake to ensure continued customer satisfaction
- **Student activity:** Discuss the importance of ongoing performance measurements as a group

Recommended resources Slides 14-21 of supporting presentation

Assignment: Students to provide a comparison study of Thames Water against another utility company. Their study should highlight the similarities and differences in each company's customer commitment and the provisions for each customer type and recommend improvements in each case. Students can use the Customer comparison sheet to help structure their work

Recommended resources Customer comparison sheet, web search for utility companies, www.thameswater.co.uk
