

Module 5: Customer Excellence

Overview



This module will cover:

- Understanding customer groups
- Demonstrating great customer service
- Showing how we CARE & walking in our customers shoes!

Customer Service

Customer service is a very important part of your role as a Team 2011 host. One of our objectives is to deliver a Tournament that 'helps to facilitate seamless fun and memorable tournament experiences'.

Great customer service will help us achieve this. As a representative of Team 2011, you need a good understanding of customer service and why it's so important.

Understanding Customer Groups

Like all organisations, we have a lot of different customers. They all rely on us to help them have fun and memorable experiences.

Your task

Below you'll see a jumble of words.

Select each word that you think might represent one of our customer groups and circle. Correct answers found at the end of this module.

Players, Visitors, Colleagues, Volunteer Workforce, Locals, VIPs, Press, Media, Spectators, Sponsors, Local Vendors, National Vendors, St John's, NZ Police, Friends, Family

As you've just experienced, most people and groups associated with the Tournament are our customers. They must all receive the same great customer service.

CARE

'CARE' is a simple way to keep great customer service front of mind. Here we will show how you can CARE too!

The work you have done on being a great host and knowing what customer service is has set you up with the foundation knowledge.

- Can you remember what the CARE acronym means, you have seen it a couple of times already?
- Try out this activity to refresh your memory
- From the possible answers list, find the word (or words – there could be more than one) that correctly completes the acronym. Drag the correct word(s) to the correct letter to complete the puzzle
- Remember, the CARE acronym reminds us about who we're here for, about reflecting Kiwi hospitality and being genuine

CARE

Circle what you think is the correct answer; the answers are at the end of this module

	Possible answers		
C	Customer	Colleague	Courageous
A	Accurate	Audience	Attitude
R	Respectful	Responsible	Regulatory
E	Enthusiastic	Engaging	Entertaining

Underpinning all these great attributes is your positive attitude about being a great host. You can be customer focussed, have a positive attitude, be respectful and engaging and the experience for the customers won't be great.

However, if you pitch yourself well to the public, pass on the enthusiasm you have for being a Rugby fan, a Kiwi and helping out others you, will 'help to facilitate seamless fun and memorable Tournament experiences' for everyone you come in contact with.

'CARE' is a simple way to keep great customer service front of mind. Here we will show how you can 'CARE' too!

The work you have done on being a great host and knowing what customer service is has set you up with the foundation knowledge.



CARE

Now you've got an overview of 'CARE', let's spend some time looking at each letter of the acronym in detail.

C	Customer	Your focus is on our customers and how you can support their needs. Remember they may be excited, nervous, anxious and confused. Giving clear instructions that meet their needs is paramount.
A	Attitude	As New Zealanders we have a great reputation for being genuine with can-do positive attitudes.
R	Respectful	Giving a consistent level of service to everyone is important. All of our customers will have different needs and have different knowledge about the game, stadium and city. Every question they have is valid and important. Answer it to the best of your ability.
E	Engaging	It is important to focus on the interaction you are having with the customer at the time, not worrying about friends who may be walking passed or famous people coming to the game. Active listening is a great technique to make sure you are listening – you listen then repeat back to the customer what you heard they want.

CARE



Walking in your customer’s shoes is the best way to understand what type of service to provide. Here are three scenarios to help you do this.

A French visitor has tickets in their hand. They are feeling flustered and frustrated. They are by the entrance to the stadium and see you, a Team 2011 representative, and want your help.

From the following three possible responses, circle the one that you think best demonstrates a customer focussed helpful, respectful and authentic response. Correct answer found at the end of this module

Response 1	Response 2	Response 3
<p>You:</p> <ul style="list-style-type: none"> • Greet the customer with a smile • Provide them with a safety briefing • Point out the St John's station. 	<p>You:</p> <ul style="list-style-type: none"> • Greet the customer with “Bonjour” • Ask how you can help • Direct them to the nearby turnstile for the customer to get into the game. 	<p>You:</p> <ul style="list-style-type: none"> • Explain in English, shrug your shoulders and point to the Information Centre

Displaying CARE



Here's a second scenario to help you walk in your customer's shoes. Circle to select the response that best demonstrates an inclusive, engaging and humble customer focussed approach. Correct answer is at the end of this module.

A visitor walks towards you holding a map. They are wearing an English Rugby jersey. They have a badge on their jacket that states; I am hearing impaired but can lip read.

Response 1	Response 2	Response 3
<p>You:</p> <ul style="list-style-type: none"> • Are keen to use your new sign language skills • Welcome the visitor and tell them about your pass mark in sign language. 	<p>You:</p> <ul style="list-style-type: none"> • Wave at the visitor • Catch their eye and wait patiently for some communication • See them holding a map pointing to the toilets • Speaking clearly you paraphrase "Looking for a toilet?" • Seek agreement • Direct them to the nearest toilet 	<p>You:</p> <ul style="list-style-type: none"> • Panic as you don't know any sign language. • Shake your head and point to the information centre about 50 meters away

**Displaying CARE –
Attitude &
Respectful**



Here's the third scenario to help you walk in your customer's shoes. Circle to select the response that best demonstrates an inclusive, engaging and humble customer focussed approach. The correct answer is at the end of this module.

An Australian visitor walks towards you, he does not have a ticket and wants to know the best place to watch the game and a local attraction to fill in time until kick off.

Response 1	Response 2	Response 3
<p>You:</p> <ul style="list-style-type: none"> • Want them to take full advantage of the local visitor attractions • Promote your uncle's taxi service for a local tour 	<p>You:</p> <ul style="list-style-type: none"> • Tell them about a free bus tour that ends at the Fanzone • Advise them that they can get on and off the bus at anytime to visit local attractions or go shopping • Tell them they can watch the game on the large screen at the Fanzone 	<p>You:</p> <ul style="list-style-type: none"> • Ask why they have not got tickets • You give them the address to the Fanzone where there is a large screen for watching the game

Summary of Module



We covered:

- Understanding customer groups
- Demonstrating great customer service
- Showing how we CARE & walking in our customers shoes!

You have now covered what excellent customer service is and how to provide it. You have worked through three scenarios that have helped you walk in the shoes of potential customers. CARE is a simple acronym that you can use to remember how to provide seamless fun and memorable tournament experiences. Check out the Real New Zealand Festival or go to your local i-SITE Centre to see what's going on in your region so you can share the correct information with visitors.

Answers to Activities

Understanding Customer Groups

Our Customer	Not Our Customers
Players, Visitors, Colleagues, Volunteer Workforce, Locals, VIPs, Press Media, Spectators, Sponsors, Local Vendors, St Johns, NZ Police	Friends, Family, National Vendors

CARE acronym

	<i>Correct answers bolded</i>		
C	Customer	Colleague	Courageous
A	Accurate	Audience	Attitude
R	Respectful	Responsible	Regulatory
E	Enthusiastic	Engaging	Entertaining

Walking in your customer's shoes

- Response 2 is the correct answer

Displaying CARE

- Response 2 is the correct answer

Displaying CARE – Attitude & Respect

- Response 2 is the correct answer