

How important is customer service excellence? About 91% of customers will not come to the same shop again after having a bad experience in that shop. To avoid this, we have Hong Kong Association for Customer Service Excellence to raise the quality of customer service in Hong Kong. The above can show the importance of high-quality customer service.

We always emphasize the word 'experience' when talking about customer service. Services providers want to give customers a good experience in order to keep them. The question is how we can create an excellent experience for our customers? And the answer is making good use of sense organs. Take supermarkets as an example, they put colourful fruits near the entrance to draw customers' attention. Peaceful music is played to create a comfortable environment for shoppers. Cooking demonstration is given to attract customers by nice smell and delicious food. We can see that supermarkets are doing much to create a good 'experience' for customers and to let shoppers 'experience' the difference among their competitors.

My visit in Kiu Tsui in Sai Kung also let me know the importance of experience. The tour guides used interesting ways to let us experience the beauty and greatness of nature. They asked us to take turn to tell as many uses or functions of a tree as possible and to find stones that met their requirements. They gave up traditional ways like telling you some information straight away to lead a tour, which made the visit impressive. This visit taught me a thing that people always want new experiences and they will not be satisfied by repetitive services even the services are of high quality. People want to be surprised and amazed by new things.

Not only should services providers create good experiences for customers but also handle complains wisely. Of course no company or shop wants to receive complaints but once they receive one, they should treat it seriously. 'Defuse' is a key to offering good services. D stands for 'not to lose you cool'. E means 'empathize'. F stands for 'finding out the fact'. U means 'understanding the real needs of customers' and S means 'suggesting solutions'. Finally, E stands for 'ending with positive experience'. These steps can help a company to handle complaints and make the customers who complain feel respected. I agree that companies should cherish the customers who complain because every complaint shows the room for improvement. This help companies improve quality of services a lot.

Excellent services can make customers happy but we should not forget the concept of 'happy staff, happy customers'. Happy staff with high morale and loyalty can uplift service attitude and win customers' trust. My group visited CLP and was taught about human resources. CLP organized slogan and photo competitions to enhance the commitment of the staff. The top management may also cook with front-line staff during Christmas and Chinese New Year. This helps build a close relationship between managers and staff. Therefore, CLP successfully offers high-quality services and gives professional advices to customers with its happy and motivated staff.

It is no doubt that giving a positive experience is a new trend of providing customer service but companies should not forget the importance of their staff. Staff works hard every day and they deserve fair wages, respect and care. Company strategies together with staff participation can achieve excellent customer service.

秦善婷 Chun Sin Ting , Julia

YA12-051 Group 1