

Customer service questions



**ASSIGN
BUSTER**

CUSTSVC 2 When I was providing customer service for a large hotel chain, I was in the role of receptionist. However, I was not doing my job alone; management always stressed how we were all part of a team, and the team belonged to the hotel specifically, and the company generally. One particular instance in which I contributed was when the hotel was installing its new ethics code, and I helped to contribute to the hotel having a better level of ethical as well as fiscal responsibility and accountability. I was the most visible member of my team to the public, so the manager tasked me with making our customers more aware of the new commitment. Visibility is a large part of getting the message of ethical compliance out to a concerned public. This is a complicated issue because of the split between ethics-as-institutional-policy and ethics-as-individual-conscience, but a sense of balance can at least be sought by the institution of PR campaigns stressing the importance of corporate ethics as an imperative, and I was happy to be a contributing team member in such a campaign. When the campaign started, the company began by stressing shared vision and ethical unity among their employees and put forth its codes of ethics and ethics review boards in the effort to focus company attention on the importance of ethical behavior in the workplace. This is another benefit of making creative decisions in management through utilizing teamwork. Yet another benefit is that the unity that binds the group together will further ideas of equal participation. There are plenty of people who are content to be a team member, but this experience taught me how effective leadership and effective teamwork patterns can help ensure that everyone involved becomes a real team player. Workers who feel proud and energized are more likely to perform better at their tasks and be more effective in thinking of the whole picture of

the organization in terms of their belongingness. #2 Working reception in a large hotel, I have had to deal with innumerable irate customers. In one example, the customer came to the front desk and wanted to be moved to a different room, because their room was too noisy. All that we had left were more expensive rooms, and when I pointed this out, they became very irate. I dealt with the situation first by listening to their problems, rather than trying to cut them off. One technique of dealing with this sort of customer is active listening. This shows the customer that the employee is really involved in what they are saying and taking in their information, and thinking about it. I used this technique to boost their confidence and show them that someone is really paying attention to them. After I listened, I made sure that the customer knew that I understood their problem by communicating empathy. This technique involves showing the client that the worker really understands where they are coming from emotionally; empathy is characterized by vicariously experiencing another person's emotional turmoil. When the customer continued to be irate, I used my final plan for dealing with this sort of customer. In this type of situation, I used a technique of communication called disarming. In this technique, the worker basically agrees with everything that the client says, if they are being openly antagonistic, in order to defuse the situation and remove the capability for argument. I think that I showed real know-how in this setting, just as the hotel showed real know-how in its industry and training. " Speed and agility in responding to new market trends and changing competitive conditions; know-how in creating and operating a system for filling customer orders accurately and swiftly; and expertise in integrating multiple technologies to create families of new products."(Thompson and Strickland, 1997)

REFERENCE Thompson, A. A., and A. J. Strickland (1997). Strategic Management. New York: McGraw-Hill.