**CUSTOMER SERVICE - CHIMWEMWE**

**SECTION A MULTIPLE CHOICE QUESTIONS**

**CUSTOMER SERVICE - MAY 2014 SOLUTIONS**

**MODEL ANSWERS**

**Section A**

1. b
2. a
3. c
4. a
5. a
6. c
7. d
8. c
9. a
10. a
11. c
12. d
13. c
14. b
15. a
16. c
17. a
18. d
19. a
20. b

**Section B**

1. report on help desk

SUBMITTED TO : The Chief Executive

ABC Bank

SUBMITTED BY : The director

TX consultants

DATE : 25 January 2014

SUBJECT : HELP DESK

This report is submitted based on your enquiry on setting up a help desk, dated 15 January 2014. The report will outline what a help desk is, components of a successful help desk and benefits of having a successful help desk.

A help desk is a single point of contact within a company for managing customer problems and requests and for providing solution oriented support service.

The key components of a successful help desk are the following:

* People – the staff and structure put in place within a computer or department to support its customers by performing business processes
* Processes – interrelated work activities take a set of inputs and produce a set of specified outputs that are of value to a customer.
* Technology – the tools and technologies people use to do their work
* Information – data that are organized in a meaningful way, for the people to do their work.

The benefits of a successful help desk

* Return business and positive word of mouth that leads to new business
* Higher sales and profits
* World class company
* Customer loyalty
* Customer feedback
* Happy employees
* Reward and opportunities to employees
* Pride and satisfaction that comes from helping people.

We recommend that you set up a help desk and realize the benefits for ABC Bank.

Dixxie Mbuda

Director, TX Consultants

1. (a) four key phases of service delivery

* Vision and values – virtually all organizations should have a clear vision of what they are to create, constitutes a view of the future which are different and better than the present.
* Internal people thing – the service that employees give to customers will only mirror the service that they get from colleagues.
* External customer things – feedback is the way that organizations try to ensure that customers’ views can be used to trigger and drive necessary changes and improvements.
* Commercial success – it must be remembered that the point of customer service, at least in commercial organizations, is profitability, survival and growth.

1. Four key pillars as pillars under ‘your customers’ as provided for in Ted Johns model for customer service excellence.

* Consistency – various predictable ways of operating that ultimately help to create customer confidence through familiarity and experience
* Communication – your customers understand what you say to them, equally, you actively promote two-way dialogue.
* Comfort – your customers must feel comfortable with everything, which collectively comprise company reputation.
* Contact – you must offer customer service at times that suit your customers

1. Customer care
2. 4 (four) key aspects

* Vision and values – a fundamental approach integrating all aspects of organization’s activities requiring a clear vision, leadership which models customer focused values and a culture which reinforces those values through its selection, appraisals and reward systems, and a massage it gives its employees at every level.
* Internal customer relations – the satisfaction of the external customers is the result of range of satisfying internal relationships and transactions between colleagues and departments.
* External customer relations – depends on the establishment of a partnership approach with the customers, customer friendly systems, and gathering, analyzing, communicating and acting upon customer feedback to remain customer focused.
* Commercial success – represents a differentiating competitive advantage and a mechanism to sustain customer loyalty for the profitability, survival and growth of the organization.

1. 4 (four) results of excellent customer care

* Retention of existing customers
* Enhanced reputation of the organization
* Competitive advantage in the market place
* Attraction of new customers
* Increased profitability
* Improved staff morale
* Cost efficiency

1. ‘***Coming together is a beginning; keeping together is progress; working together is success.’ –Henry Ford.***
2. 4 (four) characteristics of a successful team in support of the statement above.

* A clear sense of purpose – when coming together, the team needs to understand the mission and goals, and accepted by the team members
* Diversity – the unique skills that the team members have are there to complement one another and keep them together for the team’s progress.
* Openness and trust – team members must be willing to share their knowledge, give and receive constructive feedback, and therefore be able to bond and work together.
* Positive relationship with other support groups – teams are accountable not only to the members of the team, but also to the greater team that constitutes the service delivery chain, that the overall success, is based on key outcome of a chain of events performed by the team.

1. 4 (four) stages of team development

* Forming – team members are selected, and in the above quote this is the coming together is a beginning part.
* Storming – team begins to face the reality of turning its mission and goals into action plans, and in the above quote, this is the coming together part.
* Norming – team members begin to take ownership of the team’s performance that is the keeping together is now progressed to working together.
* Performing – the team now is achieving its goals and team members are participating fully, that is now success according to Henry Ford.

1. Memo to head, HRD of DZ Financial Services Group

TO : The Head,

Human Resources Division

FROM : Human Resource Officer

DATE : 26 January 2014

SUBJECT : Discontentment and lack of motivation from members of staff

It has come to my knowledge that there is discontentment and lack of motivation in the members of staff so that most targets are not being met, and service standard to the customers has gone down. Unconfirmed reports indicate that the staff morale has gone down due to a number of factors some of which are:

* Lack of recognition when a good job is done
* Staff not being involved in development of crucial policies.

I suggest that as DZ Financial Services Group, we embark on the following strategies:

* Well defined support from senior management in all aspects of the organization, that is, if we say that we are embarking on a cost control strategy, senior management should be seen to be doing that as well.
* In setting organizations objectives and strategies, all the staff should be involved, they should be clear and cascaded down at all levels in a language that every employ understands.
* There should also be an understanding of customer needs, both internal and external. We can develop a service charter that all staff should understand of what is expected of them, and also what they should expect from the organization.
* Sell to all employees, whether frontline or back office, the need to satisfy our customers.
* We also need to develop good communication links in the organization so that we avoid staff relying much on speculation.
* There is also a need to enhance interdepartmental cooperation through clear definition of functions, reporting lines and authorities.

I further suggest that the following activities will help bring oneness in DZ Financial Services Group:

* Develop a staff newsletter, whose articles will be written by willing staff and encourage them to air their views, best moments and fears as well.
* Let every year be a party, say during Christmas, where also staff and spouses will be invited to celebrate as a family.
* Let there be a sports festival every year, where all members in the group, will be invited to show case their physical skills and get to know each other.

I believe these will help drive out the discontentment and bring more unity as well to the group.

Dixxie Mbuda

Human Resource Officer