Basic Home/Office Electrical/Electronic Equipment Servicing   Level – II
Based on May, 2011 Version 3 Occupational standards

Module Title: Maintain an Effective Relationship with
Client/Customers

LG Code: EEL HOS2 M04 LO (1-4) LG (12-15)

TTLM Code: EELHOS2 TTLM 1220v1

December 2020
Bishoftu, Ethiopia

Table of content

LG #12	Lo#1: Maintain a Clean and Hygienic Environment
Instruction	

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics –

- Maintaining Uniform and Personal Grooming
- Maintaining Personal Presence
- Keeping Visible Work area
- Storing Equipment

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:

- Maintain Uniform and Personal Grooming
- Maintain Personal Presence
- Keep Visible Work area
- Store Equipment

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Read the information written in the "Information Sheets". Try to understand what are being discussed.
3. Ask your trainer for assistance if you have hard time understanding them.
4. Accomplish the "Self-checks" which are placed following all information sheets.
5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
6. Submit your accomplished Self-check 1. This will form part of your training portfolio.

➢ Your trainer will evaluate your output either satisfactory or unsatisfactory. If unsatisfactory, your trainer shall advice you on additional work. But if satisfactory you can processed to the next learning Guide.

1.1. Maintaining Uniform and Personal Grooming

Maintaining a healthy cash flow is one of the perennial challenges facing small andmedium enterprises, and worries over the immediate payments that need to bemade can easily lead to a rush for income from nearly any source. But the key toStable, growing sales is to develop healthy business relationships with your clients, a Process that takes time and patience.

Developing strong business relationships starts before your first meeting.Before you Are standing in front of a potential customer, figuratively or literally, you need to knowThat you and your sales team are ready to put your best foot forward. Knowledge of Your product is essential, but a list of facts won't be good enough. You should beAble to describe how your product or service will solve your clients' problems, andYour description should be clear enough that your customers can envision the Solution unfolding for themselves. You will also need to be knowledgeable of your

main competitors' offerings so that you can highlight your

competitive advantage.creating a professional image and building good customer relationships is anInvestment in the future. If you do it effectively you can increase your customers'Trust in you, increase order sizes and give them confidence that you will be aroundFor the long-term.1.1.1

Personal Grooming

Personal grooming is a way how we present ourselves to our clients or customer.Many of us are being judged by the way we look or appear to our customer.This is their first impression to us and a statement of who we are.Personal Grooming:

Hands: Wash hands with soap and water after using the bathroom, after break orlunch, before returning to work or activities, after completing care giving tasks.

Inshort, wash your hands frequently.Hair: Clean, trimmed, and neatly combed or arranged. Depending on the task, hairworn long may need to be gathered or tied back to ensure your safety.Facial Hair (men only): Freshly shaved, mustache or beard neatly trimmed.Fingernails: Clean and trimmed.

Teeth: Brushed and fresh breath. Beware of tobacco, coffee, or other breath odors.Use breath mints if needed.Body: Freshly bathed or showered; use soap, shampoo, deodorant, etc.

Perfume/Colognes/After Shave:Use sparingly or none at all.   Your "scent" should not linger after you leave.Dress Code:Neat, clean clothes are suitable for daily attendance. Common sense and goodtaste are the best guides for selecting clothing worn.

We encourage people tolaunder clothing on a regular basis.The following guidelines assist
 in clothingselection:Shoes or suitable footwear must be worn.

Open toed or sandal style shoesare not permitted while working in Day Programs or Residential sites. Heelheight should permit swift movements.Appropriate and clean undergarments are requiredAll pants should be worn at the natural waist.Loose pants may require abelt/suspenders to keep the waist in place.   Undergarments should not bevisible above the waistline or hanging below the hemline of shorts.Clean socks are recommended.Minimize jewelry worn; if it interferes with job ta sks or cre ates safety concerns remove it.

A watch, engagement and wedding rings, and most religious or cultural jewelry are acceptable. Post style jewelry is required for body piercings, hoop style   and dangle style jewelry should be rem oved orcovered to prevent injury during care giving tasks.Personal Protective Equipment, including g loves, glasses, and masks, mustbe worn whenever situations warrant.Store coats and bags on shelves or on a coat rack during the day. For safetyreasons, coats and hats are to be removed when worki ng indoors.Alclothing, including coats and hats, must be clean and neat appearingClothing Items that is not acceptable:Garments that expose traditionally private parts of the body, including the sto mach, buttocks, back and breast(Such as "midriffs", halter tops, backless clothing,

"tube tops", fishnet, mesh or similar material, tank tops, "muscletops",see throughshirts or

blouses, strapless clothing, or beachwear)Any clothing, paraphernalia, grooming,

jewelry, accessories, or bodyadornments containing ads, symbols, words, slogans, patches, or

picturesthat   are sexually suggestive; that are drug, tobacco, or alcohol related; that are obscene, prof ane, vulgar, lewd, indecent, or offensive.Inappropriately sheer, tight clot hing, or spandex-

type materials.

Bedroom slippers, rubber shoe thongs (flip flops)Shortshorts, miniskirts, underwear or nightwea a s or wear and   slit clothing.Jewelry that may cause a safety concern considering the tasks to be
 performed This includes long dangling earrings, bracelets, large rings,chains, or necklaces

Self check-1	written test

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (10 points each)

1. What is personal grooming?

   _____

   _____

2. What the Post style jewelry

   _____

   _____

Note: Satisfactory rating – 10 and above   Unsatisfactory - below 10

Score = _____

Rating: _____

2.1 Maintaining Personal Presence

Personal presence deals with how we can get our clients to notice and listen to us.

People can never really know our inner most thoughts and feelings. And we cannever really experience theirs Therefore we can only really gain and shareinformation through various channels by which we receive and transmit information.The signals we send about ourselves and our views are composed of three key channels:

- Words
- Voice
- Body language

Words The selection of proper words is a way where in we can convince our clients and customer. Through them we can show our expertise on the product and be able to market them.

The clarity and intonation of our voice is a way our client can feel how confident we are when explaining to them. Any degree of nervousness might sent them the wrong signal that we are lying about what we are saying.

Body LanguageOur client can easily tell that we not confident thru our body language. Avoidance of eye contact may tell them that we are hiding something or shaking of the feet maysuggest that we are nervous and unprepared.Out of the three key channels, Body language has the greatest impact to ourcustomers.

    To improve our personal presence we must improve:

1. Posture the way you hold yourself and stand. Your body is the element of you that your audience sees and experiences the most. Whatever the size, it provides the greatest amount of information about you and how you feel aboutyou and them

2. Gestures a more specific aspect of body language using hand and other body movements to reinforce your messages or ideas.

They work best when they're used for emphasis at key points. A strong and well chosen gesture stays in the mind far longer than purple prose, which makes it a very powerful communication tool

3. Eye Contact a very important part of the non verbal communication package. And it's very important indeed in rapport. You should make eye contact. (Though be aware the rules for eye contact are slightly different if you're making a presentation than in a one to one setting.) Eye contact is one of the main indicators of your level of confidence, and can make or break your pitch

| self check-1 | written test |

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (10 points each)

1. what is Personal Presence

_____

_____

2. What is the Posture

_____

3. To improve our personal presence we must improve:

a._____

b._____

c._____

Note: Satisfactory rating – 15 and above   Unsatisfactory – below15

Score = _____

Rating: _____

3.1 Keeping Visible Work area

Visible: - A Capable of being perceived by the eye capable of being perceived by the mind area means that portion of the input surface of the image receptor over which incident x-ray photons are producing a visible image.

Four (4) Ways to Keep Remote Work Visible

a. Track it

Tracking your remote work is perhaps the most obvious way to keep it visible. While this has traditionally been a frustrating and inefficient process, involving manual timers and note taking, these days it can all be done automatically. A good automatic time tracker will capture all the work you do in a day for you, down to the time you spend in individual tools. You can see how long tasks take, including all the internal communication and task management that go into them

The most advanced time tracking tools further reduce any self-reporting admin by categorizing your work for you. Apps like Timely use AI to draft a daily time sheet from your automatically captured activity. Employees can review everything before making them publicly viewable to their team.

b. Share your plans

Considerate communication lies at the heart of remote team visibility. It requires you to think beyond your immediate present to understand exactly how your work may impact other people in the coming weeks. As such, it's important to consider who you need to coordinate with and regularly share your plans to ensure you're still aligned.

For full team visibility, it's a good idea for everyone to provide a brief post at the start of each week detailing what they worked on the previous week and what they'll be working on in the forthcoming one. This communication should have a dedicated space; ideally on a centralized global channel like Base camp, which will automatically update everyone with new posts. It ensures everyone knows where to look to check on the status of work.

c. Map it out

Sharing a high-level overview of your plans isn't enough by itself you need a way to map out any work that requires help from other colleagues in detail. Task managers are great for this helping you keep a running to-do lists that stays accessible to everyone. Trello is one of the most popular options here, and its clean, colorful Kanban boards help everyone see which projects people are working on, as well as their current status.

No matter where you're working from, tools like Trello allow you to create to-dos and checklists, organize projects, notify colleagues of any changes or updates, search past projects and tasks, and keep work discussion together in one ordered space. It acts as an asynchronous hub for project communication, which keeps work transparent by documenting all developments and actions.

d. Self-advocate

Smart tools clearly have a lot to offer, but they shouldn't be treated as a replacement for communication. As a remote worker, you are going to have to self-advocate a lot – regularly updating people on your progress, blockers, challenges, and achievements. You need to be able to ask for help when you need it, and also blow your own horn to bring attention to successes. It can feel a bit weird, but it's essential to ensuring nothing gets lost or overlooked.

There are lots of small things you can do to build your digital presence and maintain strong working relationships, starting with having weekly team check-in meetings to summarize your progress. Programmers and designers can share short Loom demos or screenshots at the end of each week to briefly present their progress. Having a dedicated global. Slack channel is also a great way to keep company-wide communications transparent, and share weekly team wins with other departments.

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (10 points each)

1. What is visible means?

2. Write Four (4) Ways to Keep Remote Work Visible

3. What is Map it out?

Note: Satisfactory rating – 15 and above   Unsatisfactory - below 15

Score = _____

Rating: _____

4.1 Storing Equipment

Equipment is anything kept, furnished, or provided for a specific purpose

Store equipment it is difficult to image a world without shopping-cart-shopping..

Electronics are sensitive items. With many individual parts and pieces, these dynamic devices require special care when it comes to storage. Temperature and humidity, in particular, can impact the future health and functionality of these items. Below, we provide five steps to get your electronic items prepped, ready for long- term storage and into the right conditions.

a. back up electronic data

Prior to storage, back up all electronic devices to a server or external hard-drive to save data. You'll want to have this data readily available should you need to quickly reference it or should an unfortunate occurrence happen to your item in storage. A minor misstep could leave you without advice and without all of the information that device contains. In the case of computers, this could mean treasured family photos, videos or music. Take the extra time now to avoid regret later.

b. Separate parts and pieces

Many electronics contain a variety of pieces, both as part of the main device as well as complimentary components. Before storing, pull pieces apart and store individually. Keep plugs separate you won't be storing items plugged in. Remove any DVDs, CDs, game cartridges or tapes, and keep them apart to avoid items getting stuck in drives or damaged over time. Consider labeling individual parts in storage bins or boxes for easy access for when you need them again.

c. Give pieces a through clean (including an air bath)

As with any item you're preparing for storage, give the item a thorough clean before you store away. In the case of electronics, consider airing out your items with a compressed air duster, which can be found at any office store.

These dusters blow a thin stream of air into hard-to-clean places to clear out dust and debris that can accumulate in electronic ports and fans.

d. Cover monitors, screens and more

Cover devices in cotton, canvas, cardboard or other materials that store well and can collect dust accumulation instead of your item. If you have original packing materials, consider placing your devices in those. Avoid wrapping items in plastic, as this material can actually make your items susceptible to moisture build-up over time. Moisture build-up and condensation will impact overall device functionality.

e. Store in the right environment

Almost any element and condition can lead to extreme consequences for electronics kept in storage for a while. Avoid storing items in conditions that are too:

- Windy: Dust and other particles travel through the air and can easily find their way into small electronic openings or air vents, clogging systems.

- Hot: Too warm of an environment can warp plastic, damage parts and shorten device battery life.

- Humid: Too little humidity will put your electronics at risk for static discharge, while too much can lead to the development of condensation.

- Cold: Devices will go into automatic shutdown mode if placed in environments that are too cold to Support functionality. Climate-controlled storage units help here, putting you in the position to control the particular temperature and humidity levels needed for your electronics. Consider keeping these items at room temperature, with neither low nor high levels of humidity present.

How do you handle storage for sensitive items like electronics? Let us know in the comment section below, as well as any additional tips you'd add to our list.

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (10 points each)

1. What is Equipment?
2. What is Back up Electronic Data?
3. Provide five steps to get your electronic items prepped, ready for long- term storage and into the right conditions.

Note: Satisfactory rating – 15 and above   Unsatisfactory - below 15

Score = _____

Rating: _____

LG #13	lo2:- meet client/ customer requirements
Instruction	

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics

- Identifying and understanding client requirements
- Meeting Client Requirements
- Monitoring Changes to Client's Needs and Requirements
- Clearing all Communication

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:

- Identify and understanding client requirements
- Meet Client Requirements
- Monitor Changes to Client's Needs and Requirements
- Clear all Communication

Learning Instructions:

7. Read the specific objectives of this Learning Guide.
8. Read the information written in the "Information Sheets". Try to understand what are being discussed.
9. Ask your trainer for assistance if you have hard time understanding them.
10. Accomplish the "Self-checks" which are placed following all information sheets.
11. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
12. Submit your accomplished Self-check 1. This will form part of your training portfolio.

➢ Your trainer will evaluate your output either satisfactory or unsatisfactory. If unsatisfactory, your trainer shall advice you on additional work. But if satisfactory you can processed to the next learning Guide.

1.1 identifying and understanding client requirements

Building and developing effective customer relations is a vital aspect of customer service. Strong customer relations will help the organization to identify and understand their customers' expectations, encourage a way of working that is based on partnership and mutual trust, and establish and maintain customer loyalty.

We can identify client needs using five sure-firetactics.

Client are the lifeblood of our freelance bussiness.withoutthem,you wouldn'nt have a bussiness and you don't have who to send invoice templates to and get paid The ability to interpret client needs is a necessary skill for any bussiness owner. In the freelance bussiness,it's particulrly importanat as you are constantly developing proposals, pitching clients and meeting their expections with regular work. You can't assume client needs or you will be missing the mark.

Being a freelancer is similar to many other small bussiness. There are many different facets of the operation, from job searchses to sales,to closing deals, to delivering on the work and to actually getting your freelance invoices paid. If you don't understand the needs of potential customers, you will never close the sale to make them a customer , you must continue to understand and meet ongoing needs or you won't retain the business. You need to know how to identify clent needs.

But how do you ensure you address client needs in a way that advances your bussiness?

let's look at five key tactics for understanding client needs and therefore meeting their expectations.

a. Know their bussiness

It's vital that you know your client and their bussiness before meeting with them,preparing a freelance proposal, or doing a sales pitch. You can do this in a variety of ways, including internet search.

Some of the important points you will want to know include how long the company has been in bussiness, their main products and services, their decision makers and their competitors

You could also ask a potential client to complete a discovery document, or if you're a designer or developer, use a creative brief.

b. Listen(really listen)

This seems like the most straightforward advice, but as humans, it'soften the most difficult. We are all guilty of being poor listeners at various times, for various reasons. Really listening to your reasons. Really listening to your client will help you understand and retain information you're already receiving, even if it isn't a formal meeting

Being a good listener takes focus and work. Here are some ways you can become a better.

- Listen to understand

Too many of us prepare us prepare responses when we are listening to other people. Our minds jump to say next, rather thanfocusing on what's being said to us .this is true in sales and business environmentsas well

- Maintain eye contact

This simple gestures builds trust but also helps you to focus on what's being said

- Minimize distructions

Particularly if you know you get distracted easily,minimize any distraction during a client meeting. If it's on the phone, sit in a quit space with nothing but note taking device . if its in person, don't sit facing an outside window or the office hallway. It's too easy to take your attention awwy from the client,and even a moment too long.

- Listen for every

Oppportunity- Perhaps you will hear something from the client that isn't just an opportunity to make a sale ask questions and paraphrase for understanding

Another important aspects of listening is asking queastions to identify customer needs and paraphrasing what they say. This helps with clarification and enhance your understanding of their needs.

c. Bring new ideas to table

wether you are at the proposal stage or already doing work for a client, bring solutions to yor custemor.

d. Continue to circle back with the client

Just because you have a happy client at the present doesn't mean your work understaing client needs is over.

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (10 points each)

1. Write four key tactics for understanding client needs
2. Write Being a good listener takes focus and work

Note: Satisfactory rating – 10 and above   Unsatisfactory - below 10

Score = _____

Rating: _____

Information sheet 2: Meeting client requirements

2.1 Meeting Client Requirements

To establish effective customer relation, the organization must:

a. identify the types of customers with whom they should build longer term customer relations and promote loyalty

b. communicate with these customers so that they know they are important to the organization

c. explain their role, the purpose of making contact and the mutual benefits of building a longer term relationship

d. make it clear that they welcome two-way communication about customer expectations assignment Instructions

Identifying your Clients

The table below displays the types of information you can collect to establish your clients profile along with the questions that the information can help answer.

Table 2.1 client profile

This type of Information...	Answers these questions...
Customer profile information	• Who are they?
	• Are they a business or a person?
	• Where are they located?
	• If they are a business, how big are they?
	• If they are a business, what do they do?
	• Why do they need your product?
	• How do they communicate with you?
	• Do they have an account?
	• How long have they been a customer?
Customer buying profile	• How often do they buy?
	• When do they buy?
	• Is there a pattern to their buying habits (e.g. seasonal)?
	• How much do they buy at one time? Over time?
Customer buying preferences	• What do they buy?
	• Do they always buy the same thing?
	• Why do they buy it?

Post Orders

To maintain and develop effective customer relations, the organization must:

1. keep customers informed and accept criticism from customers openly and Constructively

2. regularly assess whether customer expectations are being consistently met

3. use their influence and authority in their own organization to ensure that customer needs are being met and, where possible, exceeded

4. collect feedback from customers and staff to ensure that solutions are being provided that result in customer satisfaction

5. analyze customer relations and propose changes that will develop longer term loyalty to people with authority in their organization Scope to Modify Instructions/Orders in light of changed situations

To understand how to build and maintain customer relations, the organization must:

1. identify and prioritize types of customers with whom they should be building a longer term relationship

2. describe the most appropriate method of establishing relationships with customers targeted for longer term relationships

4. explain the importance of effective communication skills when dealing with Customers.

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (10 points each)

1. To establish effective customer relation, the organization must:
2. To maintain and develop effective customer relations, the organization must:

Note: Satisfactory rating – 10 and above   Unsatisfactory - below 10

Score = _____

Rating: _____

3.1   monitoring changes to client's needs and   requirements

Customers have six basic buying needs pertaining to a product. These are:

- Safety
- Performance.
- Appearance.
- Comfort.
- Economy.
- Durability.

Seven Simple Ways You Can Strengthen Customer Relationships

- Send greeting cards.
- Keep lines of communication with customers open.
- Know the stages of customer loyalty.
- Provide customer support.
- Ask for customers' opinions.
- Don't overlook current customers in your marketing.
- Adapt your business plan/model

Just like personal relationships, it's important to cultivate and nurture customer relationships.   When organizations develop strong relationships with their customers, it can lead to loyal clients, positive word of mouth and increased sales.

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (10 points each)

1. Write six basic Customers have buying needs pertaining to a product
2. Write the Ways You Can Strengthen Customer Relationships (minimum 3)

Note: Satisfactory rating – 10 and above   Unsatisfactory - below 10

Score = _____

Rating: _____

Information sheet 4: Clearing all Communication

4.1 Clearing information

To provide the clearing clients with relevant information to the customer in order to the

payment of material maintenance

A Customer Relationship Management strategy is a plan to grow sales and improve customer service through a combination of processes, actions, and technology. It typically involves the sales, marketing, and customer service functions of a business

Five Ways to Ensure Clear Communication with your Customers

While we may be experts in our craft, we are often still learning many of the aspects of running a business – especially customer service.

It is super important to protect ourselves and our businesses. We need to keep our reputation intact. We need to be organized enough to avoid mishaps. And we need to make sure us and our customer are 100% on the same page about their order.

It's such a compliment when someone wants to buy our work or commission a custom order or supply their retail outlet, but we can't let emotion lead us to making a poor business decision.

As creative's we often think with our hearts first – but it is important to remember these 5 steps in order to keep your business mind ticking away when it comes to customer communication.

a. Keep and Save

Emails, sales, conversations, whatever has transpired between you and a customer needs to be kept or taken note of. It becomes a resource for fact checking, confirming details or even just contact details. Keep everything on file for a certain amount of time to ensure you have all information available to you if needed.

Action tip: Keep a general folder on your computer/in your email program for all customer communications and individual ones for each commission. That way any conversations will be easy to find.

b. Get it in Writing

So your customer wants you to make 100 of an item? Get them to email or write the figure down so that you have it on paper.

It is so easy to confuse quantities or dollar amounts. We all mumble sometimes or hear wrong. Be sure to avoid any misunderstandings.

Action tip: After you have had a phone or face to face discussion regarding an order, a commission or a sale, send them an email outlining the details. That way they can reply with you know and you are on the same page.

c. Always Ask

If you are unsure, ask. No one will ever be annoyed that you want to confirm details. This is just you making sure you can deliver on exactly what is wanted.

Keep communication channels open at all times, build the relationship and enjoy the customer relationship.

Action tip: Keep your customer in the know at all times, that way if they have a question they can ask whenever required. Share photos of progress on social media (unless of course it is private), email photos to them, give them a call. This way there will never be any surprises.

d. Don't Over-Commit

Work out realistic time frames, costs and materials. Over-committing will only cause stress and pressure to both us and ultimately customer. If you over promise you will never get anything done!

Action tip: Have a commission's schedule. Depending on what you make they can take hours, days or weeks so have some rules about how many you do a month, or even year. Customers won't mind being on a waiting list if they are serious.

e. Avoid Disputes

If you follow all of the above tips you shouldn't end up in any disputes. If you do fix it immediately.

You don't want to have to leave a bad taste with anyone when it comes to your business. There will always be someone unhappy   we can't go our whole lives avoiding conflict but a quick resolution is best. Prioritize sorting disputes. Letting them drag on is stressful. You want to be always moving forward in your creative business.

Action tip: If you get a complaint, first things first – stop and think. Don't jump straight back into it without taking a moment to look at it from both points of view. Draft correspondence and check before sending. We all know that non verbal communication can often be taken in the wrong tone.

Six Ways You Can Build Customer Trust & Loyalty

1. Offer Excellent Customer Service. The level of customer service you provide has a major impact on customer loyalty and retention.
2. Publish Customer Reviews and Testimonials.
3. Be Transparent
4. Ask for Feedback.
5. Create a Loyalty Program.
6. Always Put Your Customers

Self check-1	written test

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (3 points each)

1. What is the Customer Relationship Management strategy?
2. Write 5 Ways to Ensure Clear Communication with your Customers
3. Write Don't Over-Commit in the Clear Communication with your Customers
4. Write 6 Ways You Can Build Customer Trust & Loyalty

Note: Satisfactory rating – 3 and above   Unsatisfactory - below 3

Score = _____

Rating: _____

Operation Sheet 1	Maintain an Effective Relationship with Client/Customers

Operation Title: prepare photocopy Maintenance job order

PURPOSE: -

- The trainee's will be able to keep the procedures to relate with the customer .
- The trainee's will be able to create back up for documents.
- The trainee's will be able to perform Maintain an Effective Relationship with Client/Customers.

Equipment, Tools & Materials: - Maintenance room, poster, ball pen, plaster

Procedure: - 1. Prepare photocopy Maintenance job order

Photocopy Maintenance work order	
Client/worksite details	
Client name:	Client phone number:
Client address:	Client email:
Order details	
Date issued:	Work order number:
Issued by:	Work performed number:
Description of work required:	
Materials required:	
Completion information	
Date completed:	Time required:
Material used:	
Remarks:	

Employee signature:	date:
Supervisor signature:	

Precautions:-

- ➢ Take ESD precautions.
- ➢ Document everything (backup).
- ➢ Power all devices and disconnect them from the main power supply.

Quality Criteria:-

- ➢ The trainee's use safety for documents &components.
- ➢ The trainee's make assembling &disassembling the pc with proper procedure.

	Practical Demonstration
LAP TEST #1	

Name:

_____ Date: _____

Time started: _____Time finished: _____

Instructions: You are required to perform the following individually with the presence of your teacher.

Task 1. **prepare photocopy Maintenance job order**

LG#14	LO3: Work as a team member

Instruction

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics

- Using Effective and Appropriate forms of Communications
- Making Effective and Appropriate Contributions
- Observing protocol
- Contributing team's Role and Objectives

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:

- Use Effective and Appropriate forms of Communications
- Make Effective and Appropriate Contributions
- Observe protocol
- Contribute team's Role and Objectives

Learning Instructions:

13. Read the specific objectives of this Learning Guide.
14. Read the information written in the "Information Sheets". Try to understand what are being discussed.
15. Ask your trainer for assistance if you have hard time understanding them.
16. Accomplish the "Self-checks" which are placed following all information sheets.
17. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
18. Submit your accomplished Self-check 1. This will form part of your training portfolio.

➢ Your trainer will evaluate your output either satisfactory or unsatisfactory. If unsatisfactory, your trainer shall advice you on additional work. But if satisfactory you can processed to the next learning Guide.

Information sheet 1: using effective and appropriate forms of communications

1.1 Using Effective and Appropriate forms of Communications

To have an effective interpersonal collaboration within the organization, the members of the team must understand the following domains:

Using Effective and Appropriate forms of Communications

Role Clarification

- Team functioning
- Patient/Client/ family/Community-Centered Care
- Collaborative leadership
- Inter-professional Communication
- Inter-professional Conflict resolution Illustration

2.1 making effective and appropriate contribution

Practitioners understand their own role and the roles of those in other professions, and use this knowledge appropriately to establish and achieve patient/client/family and community goals.

To support inter-professional collaborative practice, practitioners are able to:

- describe their own role and that of others
- recognize and respect the diversity of other health and social care roles, responsibilities, and competencies
- perform their own roles in a culturally respectful way
- communicate roles, knowledge, skills, and attitudes using appropriate language
- access others' skills and knowledge appropriately through consultation
- consider the roles of others in determining their own professional and inter-professional roles
- integrate competencies/roles seamlessly into models of service delivery

Client/Family/Community Center

- Practitioners seek out, integrate and value, as a partner, the input, and the Engagement of the client/family/community in designing and implementing care/services to support inter professional collaborative practice that is client/family center practitioners need to:
- support the participation of clients, their families, and/or community representatives as integral partners
- share information with clients (or family and community) in a respectful manner and in such a way that it is understandable, encourages discussion, and enhances participation in decision-making
- ensure that appropriate education and support is provided to clients, family members and others involved with care or service
- listen respectfully to the expressed needs of all parties in shaping and

delivering care or services Standard Operating Procedures

Team Functioning Practitioners understand the principles of team work dynamics and group/ team processes to enable effective inter professional collaboration.

To support inter- professional collaboration, practitioners are able to:

- understand the process of team development
- develop a set of principles for working together that respects the ethical values of members
- effectively facilitate discussions and interactions among team members participate, and be respect ful of all members participation, in collaborative decision-making.
- Regularly reflect on their functioning with team practitioners and clients/families.

Self check 1	written test

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (15 points each)

1. Write to support inter-professional collaborative practice and practitioners

Note: Satisfactory rating – 8 and above   Unsatisfactory - below 8

Score = _____
Rating: _____

3.1 observing protocol

Customer service protocols are a unique set of rules that explain the correct conduct and procedures in regard to dealing with customers, communication, recording and other forms of interactions. A protocol would take in to account multiple scenarios to ensure that any transaction or interaction goes smoothly since most of the processes are repeatable

Advantages of developing customer service protocols

- Standardization and efficiency

The presence of customer service protocols ensure that all procedures and operations are carried out in a standard manner, hence, meeting the quality standards. Protocols have a way to enhance internal efficiency, as all employees work on the same wavelength.

- Consistency

Additionally, protocols allow consistency, since every time the same kind of service is replicated, regardless of who is handling the task. All employees are required to follow the same set of instructions, which considerably makes the process of training and passing on instructions easier.

- training and human resource development

Moreover, when new employees are inducted into the company, it is easier to train and educate them about the protocols, since there is already a clear set of instructions. The presence of protocols offers a high degree of consistency in the delivery of customer service and the internal workflow of the department.

- audit trails

Since customer service protocols are well-thought out in advance, it enables the company to generate audit trails, as information is rigorously recorded and communication channels work without any hiccups or dysfunctions.

3.1.1. Roles and responsibilities of employees

A customer service protocol lists down the duties of all employees, along with details about organizational hierarchy in the company. This is likely to eliminate any confusion or ambiguity about the roles and responsibility of various employees, in addition to making the lines of communication clearer, which would make it effective and fast. Subsequently, the presence of customer service protocols promises to streamline all business process, hence, enhancing customer service experience for clients. The instructions should also include what is expected of the employees and the way they are required to interact with other coworkers and customers.

3.1.2. Procedural information about various tasks

Customer service protocols explain how things should be done relating to customer service operations and other official business. The detailed how-to guide is not only useful for new employees, but comes in handy for all workers as there is a need to constantly reinforce these procedures until they become part of their muscle memory. These protocols can also be used as training guide for new employees, since each and every procedure is thoroughly explained which makes it considerably easy to learn and follow.

a. **Contingency Plans**

Another important part of customer service protocols include contingency plans for various situations or when things don't happen according to plan. For example, it would include instructions to deal with disgruntled customers or aggressive customers. It would also outline contingency plans for trouble-shooting problems that customers may be facing. Problem solving and service recoveries are all a part of this.

b. **Structure**

Customer service protocols should be developed by people working within the organization, preferably, managers or supervisors, since it is important to be familiar with the realities of the job before an instruction manual can be generated. In the same way, it is essential to seek input from the customer service employees, as their perspective about the operations of the department can be seen as feedback to improve procedures for the future.

Customer Service protocols should be designed so that it facilitates learning and guidance without any help from co-workers. This can be made possible through the use of pictures, illustrations and even videos should be added to make the learning process fun and interactive. Real-life examples could be included to ensure that employees fully understand the processes. Additionally, self-test sections could be added at the end so that employees can test their understanding and grade themselves.

SELF CHECK 1	written test

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (6 points each)

1. What is the Customer srvice protocol?
2. Write the Advantages of developing customer service protocols
3. what the use of Contingency Plans in the service protocol

Note: Satisfactory rating – 3 and above   Unsatisfactory - below 3

Score = _____

Rating: _____

4.1. Contributing Team role and objectives

Collaborative leadership practitioners understand and can apply leadership principles that support a collaborative practice model. this domain supports shared decision making as well as leadership but it also implies continued individual accountability for one's own actions,responsibilities and roles as explicitly defined within one's professional/disciplinary scope of practice.to support inter professional collaborative practice, practitioners collaboratively determines who will provide group leadership in any given situation by supporting:

work with others to enable effective patient/client outcomes

- advancement of interdependent working relationships among all participants

- facilitation of effective team processes

- facilitation of effective decision making

- facilitation of effective decision making establishment of a climate for collaborative practice among all participants

- co-creation of a climate for shared leadership and collaborative practice

- application of collaborative decision-making principles

  integration of the principles of continuous quality improvement to workprocesses and outcomes everyone plays a role for team members

- team members throughout the company are linked in a chain that ultimately serves the customer

- team members at all levels have information that will help colleagues perform their jobs or satisfy customers better

- a good customer service reputation is the result of lots of small improvements in how everyone does their job and not one sudden transformation

- by delivering great service you set a good example for other team members

For Team Managers

- Clearly communicate the organisation's and the team's strategy and priorities
  Empower team members to be flexible in helping customers, such as by
  offering discounts to compensate mistakes or by agreeing unusually quick
  (but realistic) turnarounds for important customers on a deadline

- Ensure the lessons from customer complaints are communicated throughout
  the team so that products, processes and customer service can be improved

- Recognize and reward great customer service within the team

- Offer feedback and training when customer service levels fall short

Standard Operating Procedures Inter Professional Communication Practitioners   from   different

professions   communicate   with   each other   in a collaborative, responsive and

responsible manner. To support inter professional collaborative practice, practitioners are able to

- establish team work communication principles

- actively listen to other team members including clients or families

- communicate to ensure common understanding of care decisions

- develop trusting relationships with patients/clients/families and other team
  members

- effectively use information and communication technology   to improve inter-
  professional client and community centers.

Inter-Professional Conflict Resolution

Practitioners actively engage self and others, including the client/family, in positively
and constructively addressing disagreements as they arise. To support inter-
professional collaborative practice, team members consistently address conflict in a
constructive manner by:

- valuing the potential positive nature of conflict

- recognizing the potential for conflict to occur and taking constructive steps to
  address it.

- identifying common situations that are likely to lead to disagreements or

conflicts, including role ambiguity, power gradients, and differences in goals

- knowing and understanding strategies to deal with conflict
- setting guidelines for addressing disagreements
- effectively working to address and resolve disagreements, including analyzingthe causes of conflict and working to reach an acceptable solution
- establishing a safe environment in which to express diverse opinions
- developing a level of consensus among those with differing views; allowing allmembers to feel their viewpoints have been heard no matter what the outcome

Self check 1	written test

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (6 points each)

1. write work with others to enable effective patient/client outcomes
2. wrire minimum three importanat team managers
3. To support inter-professional collaborative practice, team members consistently addr ess conflict in a constructive manner by:

Note: Satisfactory rating – 3 and above   Unsatisfactory - below 3

Score = _____
Rating: _____

LG #15	lo4:- build credibility with customers/ clients

Instruction

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics

- Adhering Client Expectations for
  - ✓ Reliability
  - ✓ Punctuality
  - ✓ Appearance
- Identifying Causes of Client/Customer Dissatisfaction
- Informing client about security

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:

- Adhere Client Expectations for
  - ✓ Reliability
  - ✓ Punctuality
  - ✓ Appearance
- Identify Causes of Client/Customer Dissatisfaction
- Inform client about security

Learning Instructions:

19. Read the specific objectives of this Learning Guide.
20. Read the information written in the "Information Sheets". Try to understand what are being discussed.
21. Ask your trainer for assistance if you have hard time understanding them.
22. Accomplish the "Self-checks" which are placed following all information sheets.
23. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
24. Submit your accomplished Self-check 1. This will form part of your training portfolio.

➢ Your trainer will evaluate your output either satisfactory or unsatisfactory. If unsatisfactory, your trainer shall advice you on additional work. But if satisfactory you can processed to the next learning Guide.

1.1. Adhering client expectations

Exercise adherence has been defined in research literature both as exercise behavior within a structured program and as exercise maintenance outside of a formal program. This definition is vague and does not include frequency, intensity, duration or time span. Most of the studies on adherence take place over a period of six months; however, adhering for six months is not the same as adhering for six years, or sixty years.

Timely and regular attendance is an expectation of performance for all Vanderbilt employees. To ensure adequate staffing, positive employee morale, and to meet expected productivity standards throughout the organization, employees will be held accountable for adhering to their workplace schedule. In the event an employee is unable to meet this expectation, he/she must obtain approval from their supervisor in advance of any requested schedule changes. This approval includes requests to use appropriate accruals, as well as late arrivals to or early departures from work. Departments have discretion to evaluate extraordinary circumstances of a tardy, absence or failure to clock-in or clock-out and determine whether or not to count the incident as an occurrence. HR Consultants are available to advise supervisors regarding the evaluation of extenuating circumstances.

Customer satisfaction is the foundation upon which growth and profitability are achieved the e ssential ingredient that ultimately defines business success. Companies with satisfied, loyal customers enjoy greater customer retention, repeat business, higher margins, greater profits and consequently, hi ghe r stock prices and earnings multiples than businesses that fail to retain and satisfy their customers. Customer satisfaction refers to how satisfied customers are with the products or services they receive from your agency. This satisfaction is determined by the quality and type of customer experience and by their expectations.

Four golden rules to managing client expectations

- Be honest from the get-go. Being upfront from the very beginning is key to managing client expectations.

- Anticipate, but never assume. While you can't guarantee, you can anticipate. ...

- Communicate constantly and openly.

- Set goals, limits and expectations.

Once meeting customer expectations becomes a standard, it paves the way to exceed these expectations and make customers become enthusiastic advocates of your company and its service. All customers are different and so are their needs. They would need to work around that to be able to provide what the customer needs

1.1.1 Reliability

Reliability is defined as the probability that a product, system or service will perform its intended function adequately for a specified period of time or will operate in the defined environment without failure.

Also reliability is defined as the ability to perform the promised service dependably and accurately. In broad sense reliability means, service firms' promises about delivery, service provisions, problem resolutions and pricing. Customers like to do business with those firms, who keep their promises.

So it is an important element in the service quality perception by the customer and his loyalty. Hence the service firms need to be aware of customer expectation of reliability.

In the case of banking services, the reliability dimension includes - regularity, attitude towards complaints, keep customers informed, consistency, procedures etc.

The most important components of this definition must be clearly understood to fully know reliability in a product or service is established.

Stated another way, reliability can be seen as:

- Probability
- Durability
- Dependability
- Quality over time
- Availability to perform a function

Reliability has sometimes been classified as how changes over time. The difference between quality and reliability is that quality shows how well an object performs its proper function, while reliability shows how well this object maintains its original level of quality over time, through various conditions

Meeting Client Expectations

Base on research, the drivers as being of key importance for customers are:

1. Timeliness
2. Outcome
3. Knowledge
4. Extra mile
5. Fairness

Measuring Customer Satisfaction

It is important to be clear about why you are measuring customer satisfaction: what purpose does the measurement serve, which customers do you want to survey, what information are you seeking and what outcome is your agency anticipating?

Are you doing it to:

- Identify customer needs and expectations;
- revise, correct or improve a process;
- guide planning, decision making, and resource allocation;
- report against the customer satisfaction
- reward and recognize employees

What will you do with the results? Will they be:

provided as feedback to your customers (including

- information about how their feedback is contributing
- to service improvement plans and priorities);
- presented to the executive management group and/or staff;
- provided as information for service delivery improvements;
- used in future business planning

1.1.2 Punctuality

Punctuality is a wonderful trait of a person, one to be admired and respected. Punctuality displays a person's respect for people and time. In a scheduled appointment, the late-comer usually gives an impression that he/she doesn't value the other person's time or considers his/her time more important than that of the other. This is exactly why candidates are never late at a job interview.

Punctuality is more important at the workplace because it is here that you get paid for the hours you put in and Employees are expected to be punctual and dependable in order to meet the needs of their department and the College. When employees are absent or tardy, work and service are interrupted and an additional burden is placed on colleagues. Punctuality is one of the important factors in evaluating individual performance and continued employment. Many people work from home these days, to them punctuality means being available online during office hours, logging in into meetings punctually, and meeting project deadlines.

To earn and maintain the respect you wish to have at the workplace you cannot wayside this wonderful human virtue. Below are some reasons why you should be punctual:

Determine the best approach for assessing customer satisfaction there is no one best approach for asses sing customer satisfaction. Your success will depend on a combination of factors related to your agenc y and the answers to the questions explored in your planning phase.

Considerations include:

- customer segmentation,
- data collection approach and method,
- whether to use qualitative or quantitative data,
- and the survey sample size

Ask for feedback – what to include

As a general rule when measuring customer satisfaction, the following should be considered:

Sets out the purpose of the feedback and guides the customer through the questionsThis is imp ortant, as it is your opportunity to explain to your customers the purpose and scope of the feedback be ing sought.

You may also wish to include information on what will happen with the information being collated.

Measurement

Asks customers to describe their experience, needs and desires (often on a scaling system). These are the fundamental questions within the survey, providing information on client experiences, expectations and needs.

Customer information

Gathers data that will be used to classify respondents, for example, age, gender, occupation, etc. This demographic information may be used to provide further detail on clients, or to provide analytical information on links between responses and demographic groupings (for example, learning about the satisfaction of the elderly with government websites)..

1.1.3 Appearance

Appearance is defined as the way that someone, or something, looks. An example of a disheveled appearance is a person whose clothes are sloppy and who is said to have a disheveled look about him to give the appearance of being busy

The state, condition, manner, or style in which a person or object appears; outward look or aspect: a table of antique appearance; a man of noble appearance. Outward show or seeming; semblance: to avoid the appearance of coveting an honor.

Turn customer feedback into useful information

Preparing and storing feedback (data) is important for effective analysis and review.It should be entered and stored in a repository, such as a database or Excel spreadsheet. Analyzing feedback The analysis of feedback must be undertaken by a skilled statistical analysis practitioner. Some departments have internal experts that can undertake this analysis, while others enlist the assistance of experts to provide this service.

By analyzing customer feedback (data), you should be able to identify the things that most heavily influence a customer's satisfaction. It is important to analyze and interpret the data to ensure that suggestions for meaningful improvements can be made.

Developing recommendations to improve service delivery

Priority areas for improvement are those that have the most direct effect on overall customer satisfaction – these are the elements that will deliver the greatest impact for your customers.

In decision making, ask yourself: what do we do first, what action/s will provide the best improvement in over all customer satisfaction.

Most importantly, it is essential to do something with the results of your customer surveys. Even relatively small improvements can significantly and positively impact on overall client satisfaction.

In addition, each effort at service improvement that is based on the feedback provided by your custom ers will serve to strengthen overall customer relationships; the level of trust and confidence will begin to build as they witness the impact of their feedback on service delivery

Self check 1	written test

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (4 points each)

1. Customer satisfaction is determined by what?
2. What is Reliability?
3. What is punctuality?
4. State another way, reliability can be seen as:

5. What is Appearance?

Note: Satisfactory rating – 3 and above   Unsatisfactory - below 3

Score = _____

Rating: _____

Information sheet 2: Identifying Causes of Client/Customer Dissatisfaction

2.1 Identifying Causes of Client/Customer Dissatisfaction

A dissatisfied customer is one who feels a business did not provide a product or service as expected. A diner at a restaurant might feel the service was somewhat too slow, taking up more of his evening than expected. It is a deeper emotion that causes customers to respond strongly, often by taking some revenge

Five Signs of an Unhappy Customer

- Voices frequent complaints: - Customers complain frequently when you're not properly addressing their problems, or when they have a recurring problem.
- Refuses to respond to calls or emails
- Neglects discounts and special offers
- Compares you against competitors
- Lacks trust

Here are 8 most common reasons why our customers complain.

1. Not Keeping Promises. If you give a promise ensure you keep it.
2. Poor Customer Service
3. Transferring From One customers to Another
4. Rude Staff
5. No Omni-channel Customer Service
6. Not Listening to Customers
7. Hidden Information and Costs
8. Low Quality of Products or Services

Major Causes of Customer dissatisfaction

- **Slow Service.**

One of the biggest gripes customers is slow service. People want to know that when they go to your business, they'll be able to get what they want immediately. For instance, if a customer goes to a hairdresser and waits 30 minutes before they get a haircut, they're more likely to go to the next one down the road.

- **Slow Delivery**

Businesses dealing in sending out items to customers will need to ensure their delivery services are on point. Just like with service, if customers have to wait a long time for an item to be sent out, they're unlikely to shop with you again

- **Inability To Contact**

To deal with customer complaints, you must make your company easy to contact. Stores often have receptionists or friendly customer service reps to resolve any complaints quickly. You should also offer fast and efficient phone service. Customers who have to wait on hold for a long time will only become more enraged.

- **Poor Accessibility**

Make sure your company is accessible for all kinds of customers. Business facilities should always offer wheelchair access like ramps and elevators. Disabled parking and automatic doors also help a lot of people.

- **Not Valuing Customer Opinions**

In order to cultivate a base of loyal customers, you will need to listen to and value their opinions. If a customer comes to your company with a complaint, put their best interests before yours. Even if you don't think you're in the wrong, an apology, a refund or some free gifts can go a long way.

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (10 points each)

1. What is customer dissatisfied?

2. Write five signs of an unhappy customer
3. Write Major Causes of Customer dissatisfaction

Note: Satisfactory rating – 15 and above   Unsatisfactory - below 15

Score = _____

Rating: _____

3.1 Informing client about security

In the case of tangible goods, quality can be assessed by examining the goods. Quality control can be used to check specifications and reject defective goods. But service quality cannot be assessed in the same way as a tangible product due to particular feature of service such as, intangibility, in reparability etc.

Self check 1	written test

Name _____Date: _____

Time Start: _____Time Finish: _____

Answer all the questions in the space provided correctly, if you have some clarification regarding the test just raise your hand and ask the assistance of the teacher.

Instruction: write the answers of the following questions (15 points each)

1. Write the role of Quality control

Note: Satisfactory rating – 15 and above   Unsatisfactory - below 15

Score = _____

Rating: _____

Reference

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[3] https://www.createandthrive.com/5-ways-to-ensure-clear-communication-with-your-customers

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[6] https://www.totalcoaching.com/blog/exercise-adherence/

[7] https://www.whitakercompanies.com/september-2014-the-importance-of-punctuality-and-keeping-appointments

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