



# **Industrial Electrical Machines and Drives Servicing Level II Learning Guide-8**

**Unit of Competence: - Maintain Effective  
Relationship with Client/Customers**

**Module title: - Maintaining Effective Relationship  
with Client/Customers**

**LG Code: EEL EMD2 M10 0919 LO2–LG8**

**TTLM Code: EEL EMD2 TTLM10 0919V1**

**LO2: Meet Client/ Customer Requirements**

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

**MODULE CONTENTS:**

**LO2: Meet Client/ Customer Requirements**

2.1. Identifying and understanding client requirements

2.2. Meeting Client Requirements

✚ Assignment Instructions

✚ Post Orders

✚ Scope to Modify Instructions/Orders in light of changed situations

2.3. Monitoring Changes to Client's Needs and Requirements

Communication with the Client or Customer

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

✚ Identifying and understanding client requirements

✚ Meeting Client Requirements

- Assignment Instructions

- Post Orders

- Scope to Modify Instructions/Orders in light of changed situations

✚ Monitoring Changes to Client's Needs and Requirements

**Learning Instructions:**

1. Read the specific objectives of this Learning Guide.

2. Read the information written in the "Information Sheet 1".

3. Accomplish the "Self-check 1".

4. If you earned a satisfactory evaluation proceed to "Operation Sheet 1".

However, if your rating is unsatisfactory, see your teacher for further instructions or go back to learning Activity #1.

5. Submit your accomplished Self-check 1. This will form part of your training portfolio.

6. Do the “LAP test” (if you are ready) and show your output to your trainer.
  - 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 learning Guide 2

## 2.1 Identifying and understanding client requirements

Introduction:

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.

## 2.2 Meeting Client Requirements

To establish effective customer relation, the organization must:

1. identify the types of customers with whom they should build longer term customer relations and promote loyalty
2. communicate with these customers so that they know they are important to the organization
3. explain their role, the purpose of making contact and the mutual benefits of building a longer term relationship
4. 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:

| This type of information...         | Answers these questions...  |
|-------------------------------------|---|
| <b>Customer profile information</b> | <ul style="list-style-type: none"> <li>• Who are they?</li> <li>• Are they a business or a person?</li> <li>• Where are they located?</li> <li>• If they are a business, how big are they?</li> <li>• If they are a business, what do they do?</li> <li>• Why do they need your product?</li> <li>• How do they communicate with you?</li> <li>• Do they have an account?</li> <li>• How long have they been a customer?</li> </ul> |
| <b>Customer buying profile</b>      | <ul style="list-style-type: none"> <li>• How often do they buy?</li> <li>• When do they buy?</li> <li>• Is there a pattern to their buying habits (e.g., seasonal)?</li> <li>• How much do they buy at one time? Over time?</li> </ul>  |
| <b>Customer buying preferences</b>  | <ul style="list-style-type: none"> <li>• What do they buy?</li> <li>• Do they always buy the same thing?</li> <li>• Why do they buy it?</li> </ul>  |

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

## 2.2 Monitoring Changes to Client's Needs and Requirements

### Client Needs

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

1. Safety
2. Performance.
3. Appearance.
4. Comfort.
5. Economy.
6. Durability.

## Self check question

Direction: Enumerate or list down the items required.

1. Steps to understand how to build and maintain customer relations.

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2. Role of a Team Member

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3. Questions to ask when developing a plan to measure customer satisfaction

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