My Department Stores
Staff Info Sheet – Customer Service

Customer's Needs and Expectations

Customers needs and expectations range from general advice, product or service information, purchasing or handling complaints and product returns.

Both internaland external customers want a product or service that is high quality and delivered on time. Given that external customers pay the organisation for products and/or services they therefore expect value for their money.

Value to the customer comes not only from the product but also from the service that comes with it. This is called a bundle.

For example, when making a purchase at a Pharmicist you expect the person who is serving and collecting payment to also provide advice, information and recommendations about the products being purchased. It is also expected they will provide timely service that is courteous and friendly. If poor customer service is given, customers will find another Pharmacy with better customer service to buy their products from.

Whilst cost and quality are two very important considerations, if a customer experiences unhelpful or even rude service when making a complaint or reporting a problem they may cease dealing with the organisation and seek to find another supplier.

in order to satisfy customer needs, there needs to be an understanding of what each customer wants and expects. It is important to use effective interpersonal skills and communication methods to:

- Ask the customer what it is they would like. What products/services do they require?
- Determine their expectations regarding product quality and/or the services to be provided.
- Inform them about the product/s and service/s the organisation can supply to them.
- Obtain feedback from the customer about their current levels of satisfaction with products/ services and customer service.

Once the customers needs and expectations have been identified, it is vital to clarify the information received to ensure there has not been any misunderstanding that may result in a problem that will require resolution later.

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