

NGAKA MODIRI MOLEMA DISTRICT MUNICIPALITY



CUSTOMER CARE GUIDELINES AND POLICY FRAMEWORK

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GUIDELINES ON CUSTOMER CARE

1. RECEPTION AREA

The atmosphere at the reception area should be welcoming. In other words the area should be clean and the receptionist should be friendly and helpful.

2. ACCESSIBILITY OF MANAGEMENT

The receptionist should be kept informed about the movement of senior staff members. This will enable him/her to refer customers quickly when they have complaints which junior staff can't solve.

3. ACCESS OF INFORMATION TO THE PUBLIC

Information concerning the public should be made available and visible signs should be placed. The public should be assisted at all times unless it is information that could be detrimental to the organization.

4. STRATEGIC PLAN TOWARDS PUBLIC PARTICIPATION

Regular meetings should be held with the public. Pamphlets should be circulated and also the media should inform them about events in their areas.

5. FOLLOW - UPS AND FEEDBACK MECHANISMS

After complaints have been received there should be follow-ups to assess whether the matter has been resolved. During Imbizo's concerns raised should be noted by scribes. Those concerns should be addressed and the public presented with solutions.

Establishments of hotlines

It is common practice in most organizations to have a 24 hour hotline service. A website should also be available where emails can be sent. A suggestion box and a customer care register should be placed at the reception area where immediate complaints and comments can be registered.

Regular columns in the Press and Radio

Regular slots on radio about developments in the Ngaka Modiri Molema Region should be broadcast regularly. A weekly column should appear in the press.

STRATEGIES TOWARDS IMPROVING CUSTOMER CARE:

1. Be accessible

Your customer should be able to get a hold of you, or someone in your company, if they have a question or if they need service. Provide multiple ways for your customers to get in contact with you, such as email, phone, mail or fax.

2. Respond in a timely manner

Make it your policy to return all phone calls or emails within 24 hours. And, if you cannot commit to that, then determine what timeframe you can manage and let your customers know upfront they can expect to hear back from you within that amount of time.

3. Listen to your customer

Often when customers call or write to complain, they just want to be heard. In fact, sometimes, just listening is all you need to do. Take the time to listen to what your customers have to say before you start responding or defending your product or service. They may just have a point.

4. Treat your customers with respect

Even if the customer on the other end of the phone is acting irrationally, or being rude, don't lower yourself to their level by reciprocating. Treat everyone with respect and you will be respected in return. Plus, you never know when someone's just having a bad day, and they happen to be taking it out on you (we've all done it).

5. Don't argue with your customers

You can never win an argument with a customer. Because if you do win, you've more likely alienated the customer and you've lost their business. We all know the customer isn't really always right, but instead of focusing on what went wrong and defending yourself, focus on how you can solve the problem or fix the situation.

6. Honor your commitments

If you say you will answer emails, then answer them. If you offer a guarantee, then honor it. Nothing spoils a customer relationship faster than being promised something and not getting it.

7. Do what you say

If you say you're going to call someone on Tuesday, call them on Tuesday. It's as simple as that. If you want your customer to trust and believe you, you have to follow through and do what you say.

8. Focus on making customer relationships, not sales

The long-term success of your business rests on your ability to make long-term customer relationships. If you sacrifice relationships to make short-term sales, your business will be short-lived.

9. Be honest

Don't exaggerate the result your product or service will provide. Don't promise things you cannot deliver just to make a sale.

10. Admit when you make a mistake

No one's perfect. We all make mistakes; it's part of learning. So when you do make a mistake, don't try to cover it up or deny it. Just admit it and if necessary, do something to make the situation right. Your customer will appreciate it and they'll be more likely to stay customers.

Recommendations

- Reception area welcoming to be improved and answering calls.
- Suggestion box.