[Module 5 Customer Centricity]

Lecture 1 –

Key Principles of Customer Service

Lecturer: Paul Gauci

Date: 24 February 2026

Undergraduate Certificate in Notarial Law
Fundamentals for Office Assistants

Objectives:

- The importance of excellent customer service.
- Understand the role of customer service in the overall success of the organisation.
- The key dimensions of customer service: Tangibles, Reliability; Responsiveness, Assurance, Empathy.

Let's get the key principles right !

As well …

TO IDENTIFY THE BENEFITS TO YOURSELF OF SATISFYING YOUR CUSTOMERS.

WHAT IS MEANT BY CUSTOMER CARE?

DEFINITION OF A CUSTOMER:
"BUYER"

DEFINITION OF CARE
"TO ASSIST" "TO FEEL CONCERN"

DEFINITION OF CUSTOMER CARE
"TO PROVIDE ASSISTANCE AND CONCERN TO A BUYER"

WHY ARE CUSTOMERS IMPORTANT?

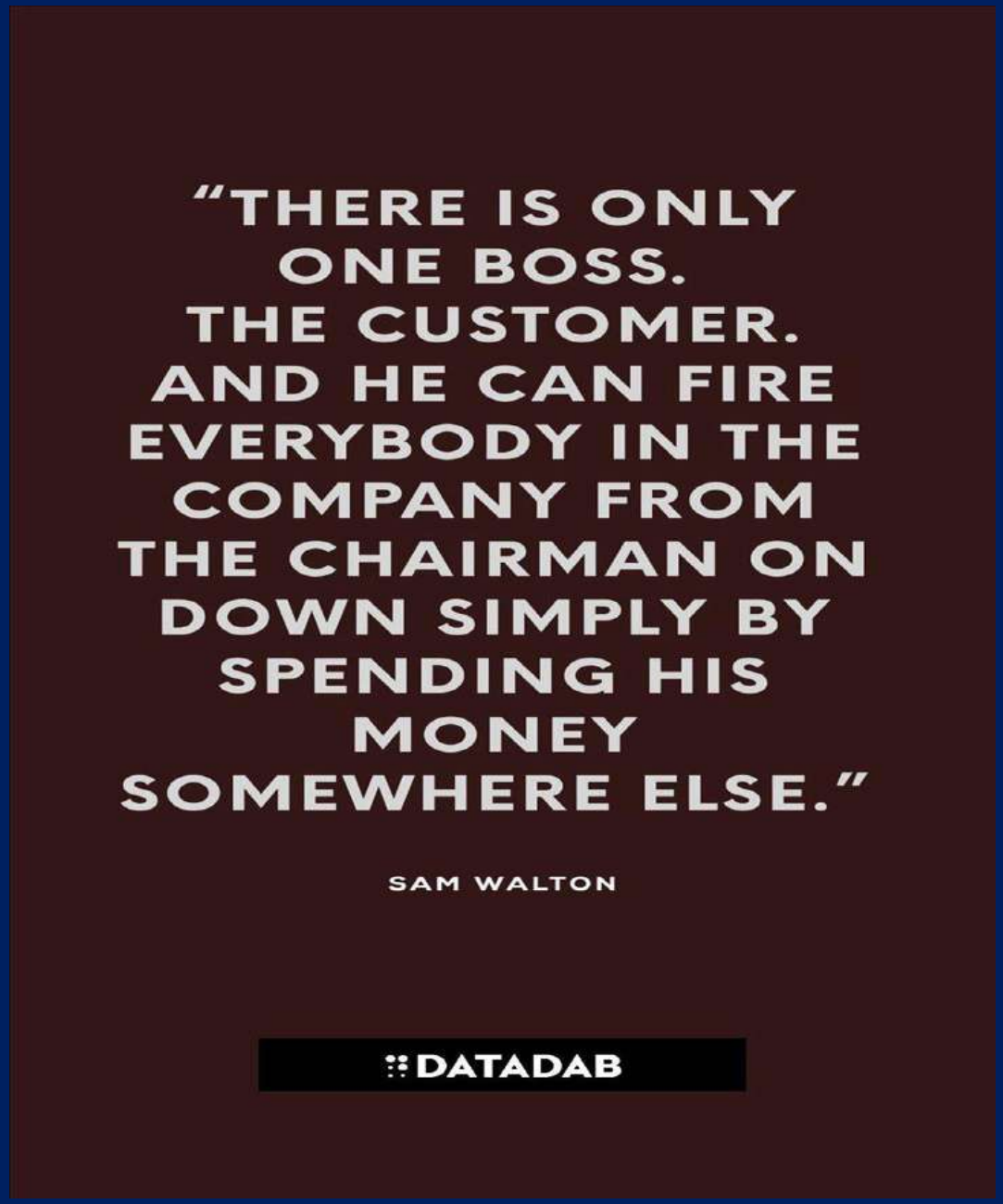
BECAUSE:

THEY ARE THE REASON FOR THE COMPANY'S EXISTENCE

THEY SUPPLY YOUR WORK AND HENCE YOUR LIVING

THEY ENSURE COMPANY'S GROWTH…THEY BECOME COMPANY ADVOCATES..THEY RECOMMEND YOU.

THEY ARE RESPONSIBLE FOR YOUR OWN IMAGE AND ADVANCEMENT


"THERE IS ONLY ONE BOSS. THE CUSTOMER. AND HE CAN FIRE EVERYBODY IN THE COMPANY FROM THE CHAIRMAN ON DOWN SIMPLY BY SPENDING HIS MONEY SOMEWHERE ELSE."
SAM WALTON
DATADAB

BENEFICIARIES OF CUSTOMER CARE

- THE COMPANY
- ITS CUSTOMERS
- YOU

"I FEEL THE CAPACITY TO CARE IS THE THING WHICH GIVES LIFE ITS DEEPEST SIGNIFICANCE."

Pablo Casals

Customer Care begins with...

Key Dimensions

TANGIBLES:

The physical facilities, equipment and the appearance of personnel

RELIABILITY:

The ability of the firm and its personnel

to perform the promised service dependably accurately

RESPONSIVENESS:

The willingness to provide prompt service and help customers

ASSURANCE:

The knowledge and courtesy of employees and their ability to inspire trust and confidence

EMPATHY:

Caring, individualised attention with which the company provides its customers

Customer Service
A customer is the
MOST IMPORTANT VISITOR
on our Premises.
They are NOT dependant on us,
WE are dependant on THEM!
They are not an interruption to our
work but the purpose of it.
They are not outsiders of the
business, they are a part of it.
WE are not doing them a favour
by serving them, they are doing
us a favour by giving US
the opportunity to do so!
Senhor Calistos
FISH & CHICKEN
EST 1992

G reet
U nderstand
E ye Contact
S mile
T hank

GREET

- Through eye contact
- Through smile
- Through verbal expression
  good morning
  or *good afternoon*…after 12pm
  or *good evening*…after 6pm

This Photo by Unknown Author is licensed under CC BY

Why is *Service* so Important?

- It helps distinguish a service firm from other service providers
- It enables service firms to command a higher market share and increased profitability
- It helps insulate the firm from price competition as the quality service tends to desensitise customers to price

- It contributes highly to the attraction of new customers
- It helps enhance customer loyalty and therefore ensures higher customer retention rates
- It results in higher levels of job satisfaction and employee morale

The best reason to give good service is that it makes you feel better

The Sum of all Moments

- And remember …

- **Customer Service** is just a reactive part of an overall **Customer Experience**

- **….the impression of the Brand, the emotional feeling the customer has from all interactions and the entire journey.**

All employees should be in the
"***know***"

- Know the product
- Know the service
- Know the organisation
- Know how to get things done
- Know how to solve problems

“Customers who don't get support become someone else's customers”.

(Brigade Ad)

The Peters Principle

"The customer is truly in partnership with effective companies,"

writes Tom Peters in *In Search of Excellence*, and adds in *Thriving On Chaos*

"The well-served customer is an appreciating asset. Every small act on her or his behalf ups the odds for repeat business, add-on business, and priceless word-of-mouth referral"

IMAGE DEFINITION

- REPRESENTATION
- GENERAL IMPRESSION
- MENTAL PICTURE

- **YOUR SERVICE IS YOUR IMAGE**
- **YOUR IMAGE… IS YOUR COMPANY'S IMAGE**

I
M
A
G
E

APPEARANCE:

Customers tend to judge the company and its standard of service by who serves them.

SURROUNDINGS:

The appearance of your place of work should reflect high standards.

ATTITUDE:

Whatever your mood always show good manners and courtesy.

FIRST IMPRESSIONS

A Corporation may spread itself over the whole world… may employ one hundred thousand… yet the average person will form a judgement of the corporation through contact with one individual.

If this person is rude or inefficient, it will require a lot of courtesy and efficiency to overcome the bad impression.

Every member of an organization who, in any capacity, comes in contact with its public, is a salesperson; the impression made is an advertisement … good or bad !!!

THE 90:90 RULE

PEOPLE FORM 90% OF THEIR LASTING IMPRESSION IN THE FIRST 90 SECONDS

You are in charge of your own attitude – whatever others do or circumstances you face.

The only person you can control is yourself…

Undergraduate Certificate in Notarial Law Fundamentals for Office Assistants

- WHAT POSITION IN THE ALPHABET ARE THESE LETTERS?

  - A
  - T
  - T
  - I
  - T
  - U
  - D
  - E

A	1
T	20
T	20
I	9
T	20
U	21
D	4
E	5
	100%

Never say…

"I don't work directly with customers."

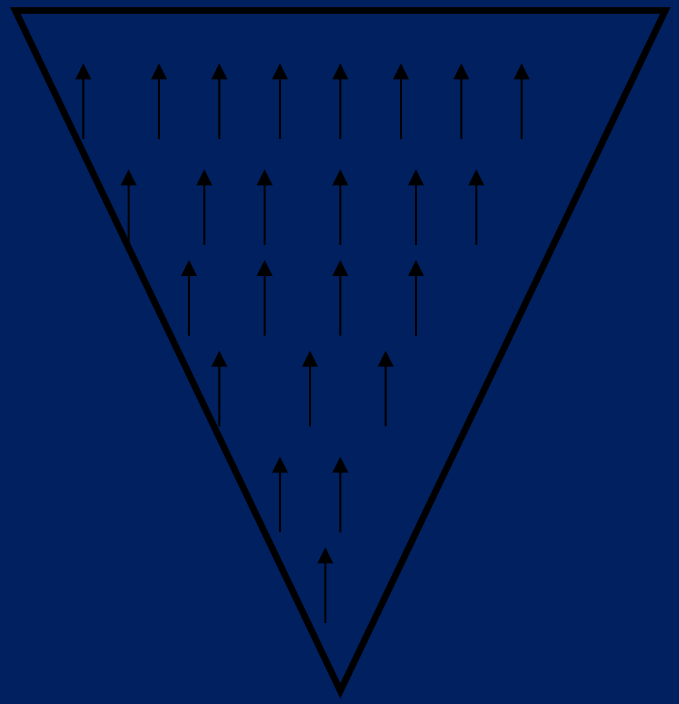
Who, then has ultimate responsibility for providing Customer Service?

EVERYONE

Everything we do
is
because of the customer

The Inverted Hierarchy Pyramid

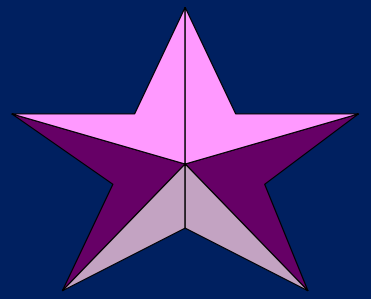
The Customer



The Supportive Customer Caring Organization

"If you are not thinking customer you are not thinking."

Ted Levitt



"FIRST IMPRESSIONS ARE THE MOST LASTING."

Proverb

… AND YOU ONLY GET ONE CHANCE TO MAKE A FIRST IMPRESSION!!!

"Show kindness through your face, your eyes, your smile and through the warmth of your greetings.
You must bear a cheerful smile.

Don't only give your care, but give your heart as well.

"Despite giving your best to the world, you may be kicked in the teeth.

Give the best you've got anyway."

Mother Teresa

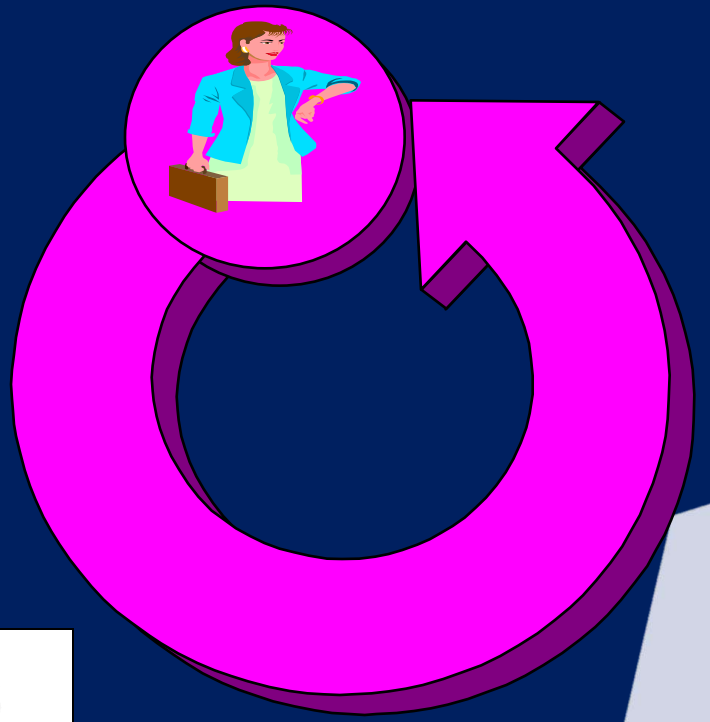
MAKE THE CUSTOMER FEEL HE/SHE COMES FIRST...

WHATEVER YOUR JOB
CUSTOMER SERVICE
IS ALWAYS YOUR JOB

Customers do not care what you know until they know you care.

"EVERYBODY IS MY CUSTOMER"

INTERNAL AND EXTERNAL



CHAIN REACTION - TOTAL PROCESS

- WHY DO CUSTOMERS QUIT?

WHY CUSTOMERS QUIT

1% DIE

3% MOVE AWAY

5% DEVELOP OTHER FRIENDSHIPS

9% COMPETITIVE REASONS

14% PRODUCT DISSATISFACTION

68% QUIT BECAUSE OF:
ATTITUDE OF INDIFFERENCE
TOWARDS CUSTOMER BY SUPPLIER

(USNWR Research Results)

"Here is a simple but powerful rule –

always give people more than what they expect to get."

Nelson Boswell

- *And we need to make sure we are getting it right …every day, every week, every month.*

A way to exceed client's expectations

- Exceeding client expectations can make the difference in whether or not you win the next piece of business.

Beat the deadline.

Getting work done ahead of time gives the client flexibility and demonstrates you are efficient and customer-focused. When agreeing to a deadline, choose one you know you can beat.

PUT THE CUSTOMER IN FOCUS

BE POSITIVE AND ENTHUSIASTIC ABOUT YOUR ..

PRODUCTS SERVICES CUSTOMERS

behaviour

breeds

behaviour

As products and services are converging, clients are now looking for a sense of meaning and identity – a brand image in every experience they encounter with your company"

(Institute for Brand Leadership)

Products on their own add value to one's expectations

but it is the overall customer experience which makes the difference between success and failure

"The most important component of our brand is the employee. The people have created the magic. The people have created the experience."

Howard Schultz founder of Starbucks

"The quality of our work depends on the quality of our people."

"Without great employees you can never have great customer service".

Richard F. Gerson

The Brand - an Experience

An excellent
Customer Service
EXPERIENCE
is the hallmark of any entity

BEST QUALITY
QUALITY
RELIABILITY
SUPPORT
CUSTOMER
Max
PERFORMANCE
EXPERIENCE
SATISFA

TO SUM UP

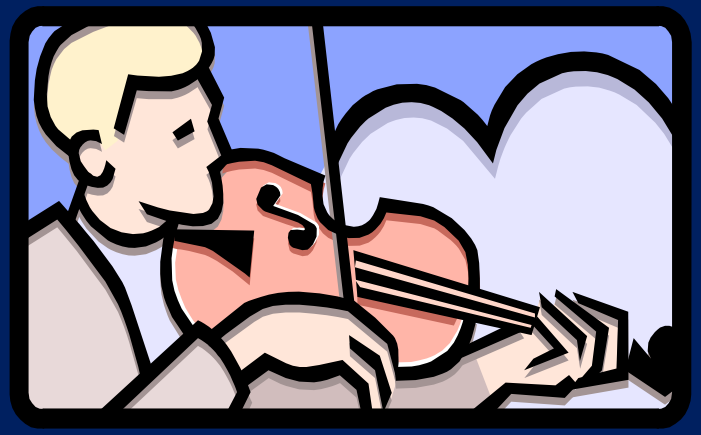
TO SUM UP

RULE NO. 1

IF WE DON'T TAKE CARE OF THE CUSTOMER… SOMEONE ELSE WILL.

Happy customers generate more positive feedback!

Reviews
Revenue
Recogition
Retention



YOU OWE
YOUR JOB TO THE
CUSTOMER

"Unless you have 100% customer satisfaction…you must improve."

Horst Schulz

Because…

The Customer is King

MAKE THE CUSTOMER

FEEL HE/SHE COMES FIRST

Customer Service Vs. Customer Experience

https://www.youtube.com/watch?v=bL_D-qyva0c

21 ACADEMY

Undergraduate Certificate in Notarial Law
Fundamentals for Office Assistants