

Client: Build it

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Description: Customer Service Training Programme **Job:** 3276
Module 1: Introduction to Customer Care

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SEE	HEAR: V/O:
<p>Create a fun and funky opening sequence with images from this training video/ the visuals from the other 3 Modules/ other Build it training video footage – BUILD IN title: ‘Build it Customer Service Excellence Training Programme Module 1’</p> <p>Show a customer walking into a store / show customer browsing for an item / show an assistant walking over to the customer and helping him...</p> <p>Show pans of aisles with stock, show stock with price points /</p> <p>Cut back to visuals of the customer in the opening segment being assisted by the assistant, show smiling customer/assistant interaction...</p>	<p>V/O: (Makosi Khosa)</p> <p>Welcome to our Customer Care & Service Excellence Training Programme, which will help you to soon become an expert in these fields!</p> <p>Today we are going to learn some really important stuff, which will help you understand how a business operates, and how important the way we deal with customers is...</p> <p>This is called Customer Care, because it is more than just customer service, it means that your are not only assisting your customers, but actually caring for them, which is more important...</p> <p>Our business, just like any other business needs to make money to stay in business, and the way we do this is to sell our products at a profit...</p> <p>But, to make sales, we need customers, and the way we treat our customers is even more important to the success of our business than having the best stock in the world...</p> <p>Our customers come into our store</p>

Show a lady customer walking into the store with a piece of paper in her hand, she stops to look around her, not knowing where to go...

Show the assistant going up to her and greeting her, and asking what he can do to help her...

WE HEAR THE ASSISTANT GREETING THE CUSTOMER IN ENGLISH

Show assistant leading customer to one of the aisles/show assistant showing customer a variety of solutions for a problem...

Show customer listening intently to the assistant, we see him explaining something in detail to customer...

Show range of images of customers/potential customers... Show people walking along the pavement/show people walking into the store/ show cutaway of assistant on the phone/ show browsers...**SHOW A DELIVERY BEING MADE TO A HOUSE**

Show till transaction being carried out...

because they don't know as much about building as we do. They are coming to us for advice and help ...

They see us as the experts, and we need to do everything we can to help them make home building simple...

They need good advice and good care and service from us, otherwise they will go and shop elsewhere.

We sometimes feel that because we are not the big bosses we are not important to the business...

But that is not true, no matter what our job may be, how small it might seem, each one of us is a vital part of the team...

We also need to take special notice of who our customers are...

They're not just the people who walk into our store, they are also the people who work in the store, team members who need our help, the people who phone us, and even the people who look like they are just browsing...

Ok, do you think you've got it? Let's just recap on what we've learnt in this lesson:

First, we've learnt that to run a successful business we need to sell our stock at a profit...

And to make a profit, we need sales, and to have sales, we have to have customers...

Next, we need to realize that our

Show montage of people walking in street/ walking into store / talking on the phone...

Show assistant walking over to customer the moment he walks into store to ask if he can help...

Show customer being given advice and shown items ...

Show smiling interaction between customer and staff member...

Show another interaction with another customer, show them being greeted and assisted, show assistant carrying heavy item over to till for customer, smiling and saying good bye...

WE HEAR ASSISTANT SAYING “GOODBYE” & “HAVE A GOOD DAY” TO CUSTOMER IN ENGLISH

Show extra close up interaction with friendly customer thanking assistant for his help, show assistant smiling into camera as customer walks out the store – show assistant giving camera a thumbs up.

customers can be anyone walking into our store, people who work in the store, team members who need our help, anyone on the phone, or someone who is just browsing...

We also need to understand customers are coming to us because they believe we are the experts, and we will help them with all their home building problems...

But most important of all, is the customer care they get...

It will be the only reason to make them come back again and again...

So we always have to pay extra special attention to the way we treat our customers, and show them we really care about them...

From the way we greet them and treat them, to the advice and help we give them. We must make sure they always leave the store feeling that the service they have received, was much better than they ever expected.

In this way, we know that our customer care will be the best!

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