



PREPARATION FOR WORK

CUSTOMER NEEDS >

Session plan



Prince's Trust

**START
SOMETHING**

AT A GLANCE

This session is the second in the Customer Experience unit. Learners focus on one or two specific organisations and consider how they deliver a good customer experience. Learners also explore the difference individual members of staff can make to a customer's experience and what organisations can do to find out what customers think of their product or service. There are opportunities for learners to create adverts, presentations and visual displays throughout. This session was made in partnership with Meta.



CURRICULUM LINKS

- ✓ Gatsby Benchmark 4 (England)
- ✓ Career Education Standards 2-4 (Scotland)
- ✓ Learning for life and work; Employability (Northern Ireland)
- ✓ Employability (Wales)



LLN OPPORTUNITIES

- ✓ Research, write about and present information about different organisations
- ✓ Write about customer service feedback on a poster or presentation



MATERIALS

- ✓ Customer needs presentation
- ✓ Materials for output activities



QUALIFICATION OPPORTUNITIES

- ✓ Customer Experience - LO 2: Understand customer needs and how different organisations try to meet them

LEARNING OUTCOMES

- ✓ Understand how organisations deliver a good customer experience
- ✓ Know how individual members of staff can deliver a good customer experience
- ✓ Understand how organisations can gather customer feedback

ACTIVITIES

ACTIVITY	TIME	PAGE
<u>Introduction</u>	5-10 minutes	<u>03</u>
<u>Delivering a good customer experience</u>	Dependent	<u>04</u>
<u>The importance of customer service</u>	30 minutes	<u>05</u>
<u>Wrap up</u>	5 minutes	<u>07</u>



INTRODUCTION >



TIME REQUIRED

5-10 minutes



MATERIALS

- ✓ Customer needs presentation

ACTIVITY STEPS >

1. Show learners the slide of the presentation with the different business logos. Ask them to discuss, in pairs, what they think the businesses are and what product/service they sell.
2. Encourage learners to share their ideas with the wider group.
Answers:
 - Nando's – restaurant that sells mainly chicken dishes and offers a dine-in or takeaway service
 - Lush – cosmetics retailer that sells bath products, skin products, hair products, etc.
 - WH Smith – retailer that primarily sells stationery and books
3. Ask the learners if any of them have ever shopped or bought from any of the businesses. Encourage them to share what their customer experience was like – was it high-quality? Could it have been improved? How?

This is a good opportunity to recap what customer experience means based on what they learnt in the previous session.



DELIVERING A GOOD CUSTOMER EXPERIENCE >



TIME REQUIRED

Dependent



MATERIALS

- ✓ Customer needs presentation
- ✓ Materials for the task in step 3



QUALIFICATION OPPORTUNITIES

- ✓ Products/services organisations offer
- ✓ How organisations deliver a good customer experience

ACTIVITY STEPS >

1. Tell the learners that you will be exploring how businesses try to deliver a good customer experience. Explain that there are different factors that help ensure customers are provided with a high-quality experience.
2. Show the learners the images on the relevant slide of the presentation. As a group, discuss and identify what factors these images represent. Remind them that you would have discussed many of these in your previous session.

Suggested answers:

- High-quality product
- Good customer service
- Easy to use website
- Well laid out shops

3. Learners now have to apply their understanding to specific businesses. Individually or in small groups, learners need to select one or two businesses (at least two if they are working towards Level 2/SCQF Level 5 of the qualification). They can select one/two listed on the presentation or select their own. Learners will need to be familiar with the business(s) or have access to the internet to do some research.

Entry Level 3/SCQF Level 3 and Level 1/SCQF Level 4 learners will create an advert for their business, which can take the form of a video/audio recording or a visual display. They need to:

- Say what product/service the business offers
- Say how the business delivers a good customer experience

Level 2/SCQF Level 5 learners will create a video/audio recording or visual display of recommendations to a customer looking for the best business for a particular service/product. They need to:

- Compare the products/services of two businesses
- Say how each business delivers a good customer experience
- Recommend one business

Remind learners to think back to the factors that provide a good customer experience discussed in the previous step. You may want to have that slide on display whilst they work on this task.



THE IMPORTANCE OF CUSTOMER SERVICE >



TIME REQUIRED

30 minutes



MATERIALS

- ✓ Materials to create a poster/presentation
- ✓ Customer needs presentation



QUALIFICATION OPPORTUNITIES

- ✓ How an individual staff member can deliver a good customer experience
- ✓ How organisations can gather customer feedback

ACTIVITY STEPS >

1. Explain to the learners that one of the most important factors in delivering a good customer experience is customer service.
2. Encourage learners to share any examples of bad customer service they or someone they know has experienced. What happened? How did it make them feel? You may want to share your own experience to prompt responses.

As a group, discuss and note down on a whiteboard/flipchart what some signs/examples of bad customer service are.

Suggested answers:

- Rude or unhelpful staff
- Long wait times
- Not being able to get in contact with anyone

ALTERNATIVE ACTIVITY

Play learners the first half of this video or a similar one that shows bad customer service: https://www.youtube.com/watch?v=Zy1h49_L8ME.

After playing the video, ask the learners to identify why the customer service was poor. You could play the second half of the video to show how the customer service could be improved; this will help with the next step.

3. Tell the learners that now they know what bad customer service looks like, they need to consider what individual members of staff can do to help deliver a good overall customer experience.

In pairs, ask the learners to discuss times that an individual member of staff has provided them or someone they know with a great service that meant they had a good customer experience. You might want to help prompt discussion by asking these questions:

- Has a member of staff ever helped you find an item?
- Have you ever had to return an item and a member of staff was very helpful?
- Have you ever had a great waiter or waitress in a restaurant? What did they do that provided a good service?



4. Encourage learners to feedback their experiences with the wider group. Have a discussion about what difference good customer service makes compared to receiving bad customer service:
 - Would it impact whether you decide to buy from that organisation again?
 - Would you share your experience with friends or family or online?
5. Show the learners the images of organisations trying to gather customer feedback via Instagram (on the presentation). Ask the learners what the images are showing. Explain that social media is one way that organisations can gather feedback from customers.

Ask the learners what other ways organisations can gather customer feedback. You can use the prompt images on the presentation to help learners think of answers.

The methods displayed on the presentation are:

- Online reviews
- Online/email surveys
- In-person review buttons

Other methods include:

- Phonelines/phone calls
- Researching mentions on social media
- Social media polls

OPTIONAL EXTENSION

You could discuss this topic further and ask the learners:

- Why do organisations want to gather customer feedback and why is it important they do?
How does it help them?
- What type of customer feedback do you look at when buying a product or service?

6. If learners are working towards the qualification, tell them to select a real or fictional organisation and create a poster or presentation offering top tips to their staff members. Their tips have to cover:
 - What staff members have to do to ensure customers have a good customer experience
 - How they can gather customer feedback to ensure they have delivered a good customer experience



WRAP UP >



TIME REQUIRED

5 minutes

ACTIVITY STEPS >

1. To wrap up the session, ask the learners:
 - What have you learnt about customer experience today?
 - Will you be looking out for anything new/different when shopping or going to a restaurant etc.?
 - What do you think is the key to delivering a good customer experience? Why?



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SOMETHING**