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**Know how to respect customer’s needs.**Know how to respect customer’s needs.

NAME:

DATE:

WORKPLACE:

**Identifying Needs and Expectations**

You, your customers and the organisation you work for, will have needs and expectations that will need to be achieved through the delivery of your service. These needs could include:

• Getting a product in a specific time.

• Being served in a reasonable amount of time because they are in a rush.

• Having goods delivered when requested.

• Being able to pay without delay.

• Being able to find what they need within the store.

• Ensuring their appointment is booked in when they need it.

• Ensuring that their telephone bookings are confirmed properly.

• Having goods packaged when needed.

• Gaining advice and guidance on the most appropriate product/service to purchase.

• Being confident that they can get what they want, when they want.

When customers are delighted with the service you provide, they will sing your praises, tell other people of their great experience and it is likely that they will return again and again. Remember this is free advertising! When customers are unhappy or disappointed with the service you provide, they will tell many more people, may possibly complain formally and will probably never come back.

**Needs and Expectations**

**What sort of needs do your customers have?**

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**What sort of expectations do your customers have?**

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**As a customer, when have you experienced great service?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**In short can you tell me the impact of respecting your customers when it comes to your business (the employer you work for).**

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