

## Customer Service QQI 5N0972



### Learning objectives

What do we mean by customer service & technology?

Customer service on the internet

The principle of good online customer service

Assessing websites

Using Twitter & Facebook for customer service



### Customer Service & Technology

We all use modern technology in customer service.

From booking our airline tickets through to buying gifts and clothes

From a customer point of view on line shops are open 24/7

From a business point of view technology can cut costs whether it is a self service till in the supermarket or purchasing your Christmas presents from New York...



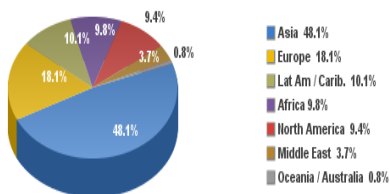
### The Internet and Customer Service

**What is the internet?**

The internet is a global network connecting millions of computers. More than 100 countries are linked in the exchange of data, news and exchange of opinions,

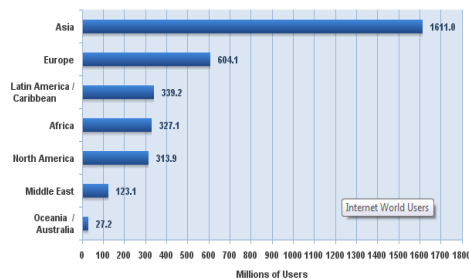


**Internet Users in the World  
Distribution by World Regions - 2015 Q3**



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
Basis: 3,345,832,772 Internet users on Nov 15, 2015  
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**Internet Users in the World  
by Geographic Regions - 2015 Q3**



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
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## Good on-line Customer Service

Excellent customer service on - line is as important as face - to - face customer service

On line customer service should be:

- User friendly
- Transparent
- Informative
- Interactive
- Automated
- Secure

Total F

## Good on-line Customer Service

On line customer service should be (cont):

- Up to date
- Reliable
- Prompt
- Supportive
- Open to feedback
- Restrained
- Personal

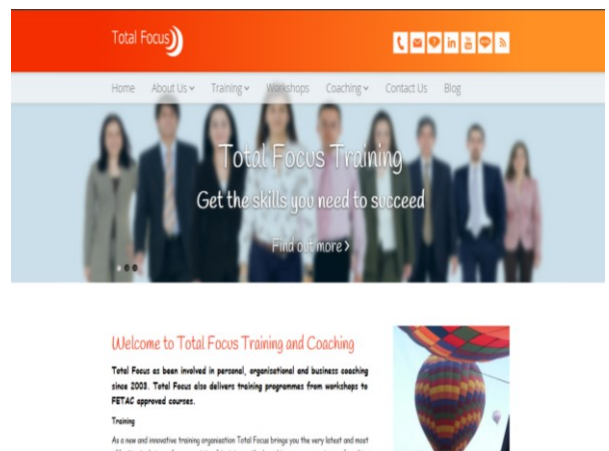
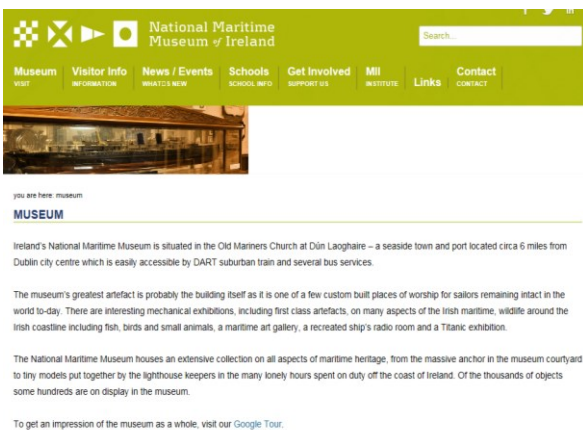
Total F

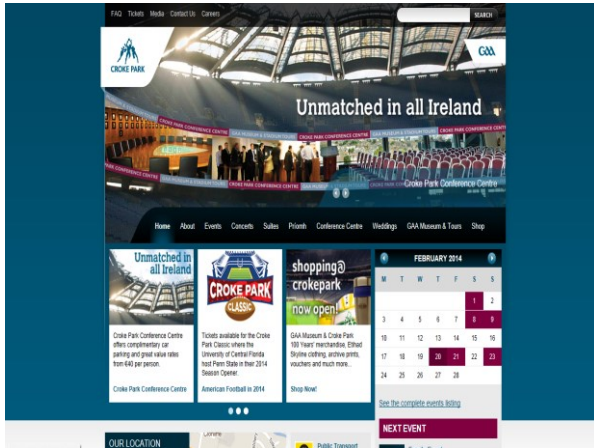
## Good on-line Customer Service

Think about your company/ organisational website - does it tick all these boxes

Ask yourself the following questions:

Which sites inspires the most trust in you & why?





## How can I (company/organisation) use technology to improve customer service

1. Use it to improve organisational effectiveness
2. Save money
3. Set up an informative & interactive website
4. Use it to survey your customers
5. Set up a Facebook page & a Twitter account
6. Use it as part of your CRM
7. Research your competition
8. Source the latest developments in customer service

## Facebook and Customer Service

Facebook is a social networking site where you can set up a company / organisational page.

People / customers can 'like' you and also like any update that you put on your page. These people / customers can become your 'friends'

You can upload photographs so that your customer can see what you are making, selling or doing

Links to your website / Links to other Facebook pages & websites





## Facebook and Customer Service

Advantages	Disadvantages



## Twitter and Customer Service

On Twitter you can set up an account and send updates to all who choose to follow you. These updates are called 'tweets' - and are short as they are 140 characters long only. People can reply to you on Twitter - this allows your customer to have a voice and helps the company with feedback.





## Twitter and Customer Service

Advantages	Disadvantages

Total F

## Other helpful Technology

- Companies / organisation also use
- YouTube - video sharing site
- Flickr - pictures
- Forums / Chat room - where your customers can express their views
- Survey Monkey - one line surveys to contact your customers



Total F

## Learning objectives from today...

- What do we mean by customer service & technology?
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Total F