



# Customer Service and Delivering Quality

Presentation to Bangladeshi IT Companies  
June, 2003

Abhishek Jain, CEO  
Washington Technology Partners

# Consider customer expectations

- Customer expectations culturally based
- Communication style differences
- Protocol and courtesy
- Customs, religious beliefs
- Infrastructure expectations (working fax, phone, voice mail, email, cell phones)

# Customer service and quality delivery must be driven by management

- Management must establish protocols
- Staff must be trained
- Results must be measured and documented
- Executives must be held accountable
- Leadership by example

# Ground Rules in Customer Service

---

- Listen while others are talking
- Take notes
- There are no stupid questions
- Repeat any requests to ensure full understanding
- Be accountable

# Consider service should be linked to sales

- All staff should know the Company mission and elevator pitch
- Basic sales training should be provided
- Staff must take ownership of customer relationship
- Sales call transfer system should be in place



# **Basic Customer Etiquette**

# Names Are Important

- Often is the first thing we hear
- Err on the side of formality
- If you are unsure of the name, request spelling and repeat to customer for accuracy
- Avoid assuming others want to be greeted/treated just like you would

# WORST Behavior

- Ignored customer
- Continued personal conversation
- Treated customer rudely
- Ignored customer complaint
- Continued to mispronounce customer name



# BEST Behavior

- Made customer feel important
- Spent time helping customer
- Smiled at customer
- Used customer name correctly
- Asked if customer needed more help

# US Customer Service Norms

- Use of first name is friendly
- Customer is free to evaluate & not buy
- Appropriate -point out customer &/or provider mistake for correction
- Customer and Provider are equal
- Customers appreciate informality (self-service)
- Provider - smile, make friendly talk
- Customers expect timely response

# Norms Outside the USA

- Use of first name is disrespectful
- Provider gives products/service only when customer is ready to buy
- Inappropriate to point out a mistake made by provider or customer
- Rules of who should speak to whom based on age, gender and hierarchy
- Customer appreciates formality
- Providers should be reserved and respectful to the customer

# Cultural Differences

- Customers expectations are culturally based
- Can be a barrier between us, and our customers
- Even if you make a mistake, people will appreciate your efforts

# Customer Service as a Marketing Tool

- Customers will pay more for the same product with better service
- Quality of delivery and response creates a branding opportunity
- Effective customer service leads to shorter sales cycles and higher client retention



Sources/Adaptation from:

Nancy Kelly, “Customer Service in a Multi-ethnic society”