Deliver a service to customers  Assessment activity 2

Identifying customer needs

PART A
List the questions you would ask to find out exactly what the customer wants in each of the following cases.

A woman visits the office and says, ‘I’d like to speak to someone about your new product’.

A man telephones a local council and says, ‘I’d like some information about rubbish services in my area’.

An employee working in the sales department calls you and says, ‘I need a database of clients’.

PART B

1. You receive the following fax. How would you find out exactly what Bob Marwell wants?

Enterprises
Level 2, 35 Marjorie Road, Myador
Tel: 4830 9807 Fax: 4832 7801
Fax to: Manager, Paper Products
From: Bob Marwell
Date: 29 March
Subject: Information required
Number of pages: 1

Could you please send me information about paper stock suitable for a small brochure as well as prices?

Thanks.

2. You receive a letter from a customer requesting general information about a service your organisation offers. The customer also requests an appointment with someone in the organisation to discuss the information. What steps do you take to supply the information as requested and meet the customer’s needs? Write a list of the steps in point form.

PART C

Read the case study. Write down, or tell your facilitator, your answers to the questions.

Case study

You are on the inquiry desk at Ollie’s Office Supplies. The company has just advertised a new colour printer, the ColourMaster 2020. It is selling for $950 with a one-year warranty. You receive the following telephone calls.

- A caller asks about a trade-in. You’re not prepared for this and have no idea what to say.
- A caller asks about the price and features of the printer.
- A caller asks technical questions about the colour density. Only the equipment manager knows these details.
- A caller telephones to say he’s interested in the type of printer but that it’s too expensive for his needs.

1. Write a paragraph for each situation describing how you would deal with each call.
   a) List three workplace situations where a customer may request information.
   b) For each situation, list the questions that should be asked.
   c) For each situation, describe the actions that should be taken.