

Question 16 (5 marks)

- (a) Outline procedures for handling client complaints. 2

To effectively handle client complaints, it is important to address these complaints promptly, find a solution that both the organisation and the client agrees with, take immediate action once solution is agreed upon and then follow up with Client for customer satisfaction.

- (b) Describe strategies that can enhance the delivery of quality customer service. 3

Strategies that can enhance the delivery of quality customer service include collecting feedback from clients and customers so that employees can identify their strengths and what they can do to improve their customer service. Workplace appraisals can be carried out to further discuss possible ideas for improvement. Informal and formal training programs where employees can ~~for~~ learn further skills to improve customer service. Mentoring, coaching is another strategy where employees can ask for help and for tips ~~tips~~ from experienced colleagues and supervisor/manager.