

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: MHRDM- Sem-I (2017-20)
Subject: Managerial Communication
(end-term)

Maximum Marks: 25
Duration: 1.5 hours

Date: 24/11/2017

This article appeared in the Mumbai Mirror newspaper in March 2017. (Please read appendix A at the end of this paper)

A Director, Mr Dhiren Mehta, of a large store in Andheri, – DIY KING – read this article and was horrified. He felt that it is wrong that the public are given advice on how to obtain good Customer Service. This should never be necessary as ALL members of staff in businesses should have learned and should have been given instruction on how to deal with all types of customers. A good and efficient employee should never have to be humoured into giving good customer service.

He then looked and studied his own employees and felt that urgent Staff Training was necessary.

Your questions:

1.. Write the letter Mr Mehta wrote to a local firm STAR STAFF TRAINING in Lower Parel. This firm specializes in Staff Training Courses. The letter must explain his concerns and ask for particular courses. He asks for a quote and mentions possible dates and a venue. (5 marks)

2. Write a general memorandum addressed to all members of his staff. This memorandum will be attached to all main notice boards in the business. In this memo, Mr Mehta expresses his feelings about good customer service. He informs his staff of observations he has made in the business. All staff must attend Training Sessions every Friday evening starting from Nov 10, 2017 for three months. These will be held in the Conference Centre of the Regent Hotel in Powai. Light meals will be provided. It is compulsory for all staff to attend. Staff are also required to sign an attached form as proof that the memo has been read. (5 marks)

3. Draw up a timetable for the staff which indicates the courses that will be held, their times, the venues in the Conference Centre, times for tea breaks and light

meals. (5 marks)

4. Draw out a 10 slide presentation that Mr Mehta will present to the employees at the inauguration of the sessions. Please apply the principles of presentation we learned in class. (10 marks)

Appendix X

Take a Stand on Service (For good service) getting rattled strips your credibility

By Rakesh Chaturvedi

Listening to a radio talk show on 92.7 last week I was amazed at how many people were complaining about poor levels of customer service during the sale seasons. Many of the callers were becoming quite heated. I wonder if our service levels will be up to international expectations by the time the world descends upon us? My expectation is that it may be better, but will it have improved enough? It then struck me that all those to whom service is important can personally have an influence on our national service levels. What's more we can experience the benefits of this right away by not only insisting on good service, but by actually helping other people to deliver it to us.

A man once stood in the queue at Home Affairs waiting to submit his passport application. As he got closer to the counter, he noticed that the official behind the counter had a sullen attitude, and was being unhelpful and sometimes rude to the public – his customers! As our man got closer he decided to turn things around. Getting to the front, he greeted the official with a smile and asked him if he was having a good day, not reacting to the brusque response, he continued that people seldom realize the pressure that Home Affairs personnel are under and thanked him for the good work he and his colleagues do, often with-out thanks. Within two minutes, he had the official grinning and joking with him. As he was leaving the counter, he paused and looked over his shoulder. The same official was in conversation with his next customer, but this time showing friendliness and respect.

Here is a brace of simple guidelines to assist you in getting the service you deserve – from anyone, anywhere, anytime: Use “I” messages. Starting with “you guys are really messing up..” gets peoples backs up. Saying “I’m not getting what I’d hoped for...” more often results in their cooperation.

ADDENDUM A

Remain calm and friendly – getting rattled strips your credibility, renders you irrational and makes others defensive. The old rule will always hold true: “He who loses his temper loses the fight.” A smile is still the greatest persuader! Ask for what you want clearly. The simpler the better. If you have to repeat yourself,

by all means do so firmly, but try not to raise your voice, or sound impatient. Be the example. If you mirror someone else's bad behavior, you hand control of the situation to them. If you stay calm, even in the face of adversity, your opponent will often feel ashamed and start mirroring your good behavior.

That's what you are looking for, a level playing field for a fruitful negotiation! Check that you're being fair. It's quite embarrassing when, from your lofty pedestal of rightness the realization dawn that you got your facts wrong! If this happens, tilt your head to one side, pause a tad and utter these magic words: "Mmm, you may have a point there...thanks!" All will be forgiven.

Whether it is the cashier at the supermarket checkout, or your local municipal official, these techniques put you in control of your customer service experience. I prefer not to let others decide whether or not I'm going to have a day or not – I'll decide that, thank you!

These skills will go a long way in showing the people who serve you the benefit of being friendly and helpful in dealing with customers. Besides, it costs nothing, and it makes both parties feel better!

Rakesh Chaturvedi is the Managing Director of The Congruence Group

-----End of Paper-----