**LEARNER GUIDE**

**67465 National Certificate:**

**Business Administration Services**

**Level 3**

**Module 4 Customer Service**

Unit Standard 13930 Level 3 Credits 4

Monitor and control the receiving and satisfaction of visitors



# TABLE OF CONTENTS

[TABLE OF CONTENTS ii](#_Toc81395718)

[PERSONAL INFORMATION 1](#_Toc81395719)

[UNIT STANDARD 13930 2](#_Toc81395720)

[RECEPTION OF VISITORS 4](#_Toc81395721)

[Receive Visitors 4](#_Toc81395722)

[Reception 4](#_Toc81395723)

[Visitors 6](#_Toc81395724)

[Process Documents/Deliveries 6](#_Toc81395725)

[Faxes 6](#_Toc81395726)

[Documents 7](#_Toc81395727)

[Deliveries 7](#_Toc81395728)

[Non-Conformance 8](#_Toc81395729)

[Remedial action 9](#_Toc81395730)

[The Coaching Process 9](#_Toc81395731)

[Demonstrate The Task 9](#_Toc81395732)

[Deal with non-conformances 9](#_Toc81395733)

[CONSULT VISITORS 11](#_Toc81395734)

[Identify Non-Compliance 11](#_Toc81395735)

[Remedial Actions 12](#_Toc81395736)

[MONITOR VISITOR’S SATISFACTION 12](#_Toc81395737)

[Monitor visitor satisfaction 12](#_Toc81395738)

[Obtain feedback 13](#_Toc81395739)

[Evaluate and analyse feedback 13](#_Toc81395740)

[Improve the level of satisfaction 15](#_Toc81395741)

# PERSONAL INFORMATION

|  |  |
| --- | --- |
| **NAME** |  |
| **CONTACT ADDRESS** |  |
|  |
| **Code** |  |
| **Telephone (H)** |  |
| **Telephone (W)** |  |
| **Cellular** |  |
| **Learner Number** |  |
| **Identity Number** |  |
|  |
| **EMPLOYER** |  |
| **EMPLOYER CONTACT ADDRESS** |  |
|  |
| **Code** |  |
| **Supervisor Name** |  |
| **Supervisor Contact Address** |  |
|  |
| **Code** |  |
| **Telephone (H)** |  |
| **Telephone (W)** |  |
| **Cellular** |  |

# UNIT STANDARD 13930

#### Unit Standard Title

Monitor and control the receiving and satisfaction of visitors

#### NQF Level

3

#### Credits

4

#### Purpose

Learners will be learning towards obtaining a national qualification at level 3 or are working in an administrative environment, including SMME`s (Small, Medium and Micro Enterprises), where the acquisition of competence against this standard will add value to the learner`s job, or chances of finding employment. Learners will be well positioned to extend their learning and practice into other areas in the business environment, or to strive towards professional standards and improved performance. The qualifying learner is capable of:

* Overseeing the reception of visitors
* Ensuring that visitors are consulted according to organisational requirements
* Monitoring visitors` satisfaction

#### Learning assumed to be in place

Learners will have demonstrated competence in communication at NQF Level 2.

#### Unit standard range

Visitors will include external company employees, clients, general public, delivery/courier services, hawkers, family members, service providers and representatives. Documents/deliveries will include faxes, e-mails, letters, memos, parcels, gifts, flowers etc. .

#### Specific Outcomes and Assessment Criteria

**Specific Outcome 1:** Oversee the reception of visitors

**Assessment Criteria**

* Visitors are received according to the organisational standards
* All documents/deliveries are processed according to organisational standards
* Areas of non-conformance are identified, noted and recorded for possible remedial action
* Areas of improvement are communicated to incumbents

**Specific Outcome 2**: Ensure that visitors are consulted according to organisational requirements

**Assessment Criteria**

* Visitors are consulted as per company policy
* Areas of non-compliance are identified, noted and recorded for remedial action
* Remedial actions are identified and presented for implementation

**Specific Outcome 3** Monitor visitors` satisfaction

**Assessment Criteria**

* Visitors` satisfaction is monitored at pre-determined intervals
* Feedback is obtained from visitors on their satisfaction
* Feedback is evaluated and analysed to determine satisfaction levels
* The necessary steps are taken to improve the level of satisfaction
* Ethical issues are explained

#### Unit Standard Essential Embedded Knowledge

Methods and techniques for monitoring and controlling personnel and operations

Effective communication skills

Coaching skills required for remedial action in relation to performance problems

#### Critical Cross-field Outcomes (CCFO)

* Identify and solve problems in the reception area
* Work effectively with others so that visitors` satisfaction is maintained and enhanced
* Organise oneself and one’s activities which allow for opportunities for the overseeing of reception operations
* Collect, analyse, organise and critically evaluate information in order to draw accurate conclusions.
* Communicate effectively with personnel and visitors to obtain information on visitors` satisfaction.

# RECEPTION OF VISITORS

#### Outcome

Oversee the reception of visitors

#### Assessment criteria

On completion of this section, you will be able to:

* Receive visitors according to the organisational standards.
* Process all documents/deliveries according to organisational standards.
* Identify areas of non-conformance note and record them for possible remedial action.
* Communicate areas of improvement to incumbents.

## Receive Visitors

### Reception

In this section we will be looking at the importance of the way that visitors or clients are received on arrival at an organization. This happens in the reception area.

The reception area is normally the area where you enter the premises of a business. It consists of a desk or counter, a telephone or switchboard, most of the time a computer, fax machine and then of course a receptionist. The person behind the desk. This is the place where you normally have the first contact with the business or organization.

Isn’t it wonderful to arrive somewhere and receive a warm welcome? If we look at the example of a supermarket, what do you expect of the cashier that is helping you? If the cashier is rude and unhelpful, chances are good that you won’t return to that supermarket. Have you ever walked into a reception area where they are busy vacuuming right under your feet? Did you find it irritating? Another experience would be to walk into a reception area where the receptionist and an employee is talking to each other and both ignore you, or you walk in and the receptionist is picking her nose. This behaviour is unacceptable and you will probably feel irritated immediately. I’m sure you weren’t interested in what she wanted to find in her nose.

The same applies in your work place.

Reception is one of the most important areas for any business. It forms a very big part of the face of the company or organization. It is guaranteed that if the receptionist is rude, clients are not going to be satisfied with the service rendered.

Normally there is a company policy in place to instruct employees in the standard procedures of receiving visitors or clients.

Here are a couple of things that you should keep in mind when greeting a visitor who is entering the reception area:

* It is very important to make eye contact with the person entering the reception, so that they know you are aware of their presence. Even if you are busy on the phone, you should get up and acknowledge the person entering the reception or at least give a signal along with eye contact.
* This is not the expression you should have!
* The second thing to do would be to greet the client, in a **friendly** and **well-conducted** manner. If you were working at, for example, it would go something like this:

**It is not a good idea to ask the person or client entering how they are doing on first contact. The person is most probably there for information on the organisation or to do business with the organisation, not to have a friendly conversation on a personal level with a receptionist.**

**{You}**: Good day Sir/Madam, welcome to …. How may I assist you?

**{Client}:** Good day, I would like to see someone in connection with the courses that your college presents

**{You}:** That would be Mr. /Ms. (suppose the person’s name is) Huygen. She is the Training Manager. Would you give me a moment to see if she is available?

{Client}: Sure.

**{You}:** (connecting to Ms. Huygen) Ms Huygen, there is a client here who would like some information on the courses we present. Can I send him through? (Suppose Ms. Huygen is available)

**{You}:** Ms Huygen can see you now Sir. She will be here momentarily to show you to her office. Would you like to take a seat?

**{Client}:** Yes, thank you

(Once the client is seated)

**{You}:** Would you like something to drink Sir? I can offer you tea or coffee.

**{Client}:**  I would like some coffee, thank you.

**{You}:** How would you like your coffee Sir?

**{Client}:** With milk and one sugar please.

**{You}:**  I will bring your coffee now; Ms Huygen will be here momentarily to see you.

(You go off to make the coffee, Ms Huygen escorts client to her office)

**{You}:** (politely knock on the door) Here is your coffee Sir. Is there anything else I can do for you?

**{Client}**: No, I am fine. Thank you.

* While you are having a conversation with the client, it is very important to pay attention to your demeanour, meaning your outward behaviour or bearing. As I mentioned before, eye contact is very important! Always look at the client or visitor when talking to him or her.
* When you ask the client what they need and they reply, give them some information, like in the dialogue above tell them what the name of the person is that they are going to see and what their position or status is. It is nice for the client to know who they are going to see, and puts the client in a professional light when meeting Ms. Huygen if he knows her name. This improves your service.
* When you offer the client something to drink, always tell them what is available so you don’t place them in an uncomfortable position. Always make sure that you know what is available so you are not embarrassed when you made an offer and have to come back and tell the client you cannot give him coffee because there is no milk.

ALWAYS SMILE AND BE FRIENDLY, EVEN IF THE CLIENT ISNT, OR IF YOU ARE IN A BAD MOOD. IT IS NOT THE ORGANISATION’S PROBLEM, NEITHER IS IT THE CLIENTS!

* If you treat visitors or clients in this manner, you can never go wrong. It is professional and the way it should be done in every organization.
* Now, not all clients are going to be as friendly as the one in the dialogue above. You will at times come across difficult (as I like to call them) clients.
* The most important thing to always keep in mind when dealing with such a visitor is to stay calm! Don’t be rude to the client, no matter what he or she says or does. It will not always be easy, but you have to try. Unfortunately you don’t know what kind of a day the client has had when he/she arrives at your organisation. They could have been in a car accident or had their car stolen for all you know and it is therefore part of your job to either make that client’s day better, or not to make it worse. If you are rude to a difficult client, the organization might lose potential business and you will be the one that ends up at the short end, because you will be in trouble with your superiors for being rude to a client.
* If, and only if the client is unhappy about something that happened between the client and your organization, it is part of your job to try and find out what the problem is and if there is anything you can do to help resolve the problem. It is important to do so in a calm way. Speak to the client in a calm tone of voice, even if he is rude. Don’t push too hard to find out what is wrong. If the client wishes to speak to someone in a higher position, try and get them to the relevant person as soon as possible. It is important not to agitate a visitor like this even more.
* If the problem is not between the client and the organisation it is best left alone.

### Visitors

Visitors to the company include:

* external company employees,
* clients,
* general public,
* delivery/courier services, hawkers,
* family members,
* service providers and representatives

The organisation will have a policy on how to handle visitors, as it stands to reason that hawkers will not always receive the same treatment as customers or external company employees.

Many companies do not allow hawkers access to the premises. If this is the case, you should point out the company policy to the hawker in a friendly manner and request him/her to leave the premises.

## Process Documents/Deliveries

We will break this section up into 3 sections:

* Receiving and forwarding faxes.
* Receiving and forwarding documents.
* Receiving and signing for deliveries.

### Faxes

If you are working in the reception area, you will need to receive deliveries, documents and faxes. It is very important for you to see to it that the relevant person receives their documents or delivery without delay.

We will look at faxes first. A fax normally has a cover page. The cover page will contain the following information:

* The **To**: block will contain the name of the person the fax is for.
* The **From** block underneath is the name of the person who sent the fax.
* The **Re**: block is the subject of the contents that you will find in the fax.
* The **Fax** block is the number that the fax is being sent to.
* The **Date** block is where you will find or insert the date of the day the fax is sent.
* The **pages** block will contain the amount of pages that is included in the fax. This block is very important since faxes often get cut of in the middle of sending it, so when you receive in this case only 2 pages, you would have to phone Mr. Bheema’s office and ask them to send the other three pages again.
* The blocks right at the **bottom** is where you can mark whether the fax is Urgent, For Review, Please Comment, Please Reply, Please Recycle.

This cover page is an example of a standard cover page. Others might have some different information on them.

|  |
| --- |
| 225 Bosman streetPretoria Central0182 |

Facsimile transmittal

|  |  |  |  |
| --- | --- | --- | --- |
| To: | Mr. Nkosi | Fax: | (012) 332 56 46 |
| From: | Mr. Bheema | Date: | 9/1/2021 |
| Re: | Confirmation  | Pages: | 5 pages including cover page |
| CC: |  |  |  |
| 🞎 Urgent | 🞎 For Review | 🞎 Please Comment | 🞎 Please Reply | 🞎 Please Recycle |

It is customary for organizations to have some type of mail delivery system in place. Normally this would be pigeon holes. Pigeon holes look like a cupboard, but instead of having shelves, it is divided into sections normally big enough to contain A4 size paper, the standard paper size used in most businesses.

Each pigeon hole is marked with a person’s name, and naturally their mail, faxes, general notices, circulars and letters go in there. It is almost like having a post box at work.

It is your duty to deliver the incoming faxes and messages to the relevant person’s box. There are some complications, though. It often happens that the person does not receive the fax, or for example forgets to reply on the fax. They would then shift the blame to the receiver of the fax and say you never passed it on. The way to solve this is for you to start a book where you write down every fax that you receive and pass on. When you hand the fax over to the relevant person, make them sign your book. It could save you allot of trouble.

### Documents

When you receive documents, whether by mail, hand or delivery it is important to see to it that the person it was meant for receives it **in time**. You have to determine how urgent the document is. If the document is urgent, you will have to make it a priority to get it to the relevant person on time.

If the document is only a receipt it will probably be part of your job to file it. Almost every organisation’s filing system is different. When you start working at a new organisation it is very important for you to familiarise yourself with the filing system, since you will probably be the one working with it. With something like a receipt you will probably have a section in a receipts file for the relevant provider like ITEC, for example. They deliver five boxes of paper and give you a receipt, you will file it with the rest of their receipts under the divider with their name.

### Deliveries

In reception it is most likely that you will have to receive some deliveries as well. When deliveries of documents and parcels are made by hand, you will be required to sign an acknowledgement of receipt.

When the delivery is made, it is important for you to see to it that the delivery is made at the correct address, and that the delivery is for a person who is at the organisation. Incorrect deliveries happen quite often.

When you receive the delivery, especially when it is an order that was placed, you need to make sure that the contents of the delivery is correct. An example would be if someone at the organisation ordered 5 boxes of copier paper, and the provider delivers ten. You would have to check with the person who placed the order before signing for it. If you sign for an incorrect order the organisation will be liable to pay for the extra paper that has been delivered, and you will be in trouble.

Once you have checked the delivery of the parcel or documents and you have signed an acknowledgement of receipt, you have to also make sure that the person receiving the parcel or the document signs an acknowledgement that the documents or parcel has been handed to him/her. For this purpose, you will have a book that is used for this.

A possible layout could look as follows:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Date | Item | From | Recipient | Signature | Time |
| 3 Mar 2… | Document | Head Office | B. Londie |  | 13:30 |
| 3 Mar | Parcel | X Stationers | D. Agwood |  | 13:40 |
|  |  |  |  |  |  |

## Non-Conformance

In reception possible areas of non-conformance could be:

* When a client is waiting for the person they would like to see for an appointment and the person who the appointment is with takes a long time to receive the client
* The person who the appointment is with forgets the client is there,
* The tea is not brought to the client in an acceptable amount of time, or is not served at all.
* The client is waiting for something like copies and it takes too long.
* The cleaning lady doesn’t clean reception properly.
* Being rude to clients or any visitor
* Talking to a friend or colleague while the client is waiting to be served
* Having a long telephone conversation while the client is waiting to be served

If you are talking to a colleague or on the telephone, acknowledge the client by saying to the person you are talking to: “One moment” and then greet the customer and tell him/her that you will attend to them momentarily. People who have to wait want you to acknowledge their presence, this gives them the feeling that you know they are there and will attend to them shortly.

This is very important: YOU MAY NOT EVER IGNORE A CLIENT!! If you are busy with a transaction, acknowledge the client’s presence and assure him/her you will attend to them.

It is totally unacceptable to let any client wait. Clients have to be served fast, efficiently, and in a friendly manner.

Clients that are kept waiting for any reason would be non-conformance and you will have to address this in a very serious and urgent manner.

A good way to address this would be to start a book at reception where you write down complaints and compliments. Pass these complaints and the compliments on to the office manager or to the person you report to, to address these problems.

It is also a good idea to have a questionnaire for the client to complete. Here’s an example of such a questionnaire:

|  |  |  |
| --- | --- | --- |
| Name: Date visited: | Yes | No, if no please give a reason |
| Question: |  |  |
| Were you received in a friendly manner |  |  |
| Were you helped quickly at reception? |  |  |
| Did the person you wish to see receive you in less than 5 minutes? |  |  |
| Were you offered something to drink? |  |  |
| Did you have to wait for the beverage? |  |  |
| Is the reception in a clean & neat condition? |  |  |

## Remedial action

### The Coaching Process

Sometimes non-conformances are caused by a lack of knowledge or skills. The best way to address this is to coach the person. The coaching process has the following steps:

* Coach demonstrates the task.
* Trainee practises carrying out the task.
* Coach gives feedback and reviews progress.
* Coach evaluates own performance

### Demonstrate The Task

You as the coach have to **demonstrate** a task in a practical manner by:

* Explaining the task in appropriate language whilst demonstrating it
* Pacing the demonstration to match learners' needs
* Ensuring the demonstration of the task complies with health and safety regulations.

Furthermore, as part of the demonstration you have to explain the elements of the task to be performed by

* Ensuring the explanation of the task is sequenced in a series of logical steps explaining the importance of the task in relation to the broader context
* Establishing the required standards for the task by means of example.

### Deal with non-conformances

When reception is not maintained to the standard required, the receptionist has to take corrective action. This would mean discussing the matter with his/her supervisor, as well as discussing the matter with the employee who is responsible for the lapse of standards, usually the cleaner or tea-maker. It is recommended that the receptionist does not shout at the cleaner, as this upsets everyone.

There could be many reasons for the unacceptable performance of the individual and you first need to find out why the job was not done properly. This action must be appropriate to the occasion and within the constraints of labour legislation.

1. Explain to the employee what you have observed and why it is unacceptable.
2. Ask for and listen openly to the reasons which the employee offers for his behaviour.
3. State your requirements and guide the employee to formulate his programme to meet these requirements.
4. Offer your help to the employee to meet the requirements.
5. If applicable, indicate what disciplinary action will be taken and why.
6. Agree on the steps to be taken by each of you.

This will help you to improve your subordinate's inadequate performance and to correct their unacceptable personal work habits.

Many managers avoid such interviews with their staff because they hope that the situation will rectify itself. This rarely happens and the situation often deteriorates to the point of no return, namely resignation or dismissal. If you follow this frame it will help you handle the situation competently and without embarrassment.

Let us look at the major points.

#### Explain to the employee what you have observed and why it is unacceptable

Before calling in your subordinate, it is important that you have collected your facts and that you have compared his actual performance to what is required of him by yourself and the company. Ensure that you are dealing with specific problems and not reacting to the employee subjectively. When you call him in, explain what you have observed in a non-threatening manner.

* Do not beat about the bush.
* Explain how the observed behaviour falls short of the requirements of the job and why such a shortfall is unacceptable.

#### Ask for and listen openly to the reasons which the employee offers for his behaviour.

It is important that the employee feels that he is given every opportunity to explain himself.

This is vital as you may discover that the problem is not a disciplinary one at all.

It is essential that you ask open questions. These are questions that encourage him to speak, rather than limit his answer to yes or no.

* Having asked your open questions, it is important to listen to his answers.
* Do not pre-judge him but concentrate on his answers with an open mind and evaluate what he is saying.

If, after listening to his answer, you realize that the offence is so serious as to require action in terms of your company's disciplinary code, inform him that an enquiry will have to be held.

Give him the time and place and inform him that he may bring a representative and any witnesses he may wish to call.

#### State your requirements and guide the employee to formulate his programme to meet these requirements

The point of this interview is to identify and rectify performance problems, it is therefore important to highlight the requirements of the job and to refocus the employee’s attention on them. It is not necessary to spend a lot of time dwelling on the past once the employee realizes his mistake. It is necessary, however, to concentrate on the future and help him design an action programme which will help meet the standards expected of him

#### Offer your help to the employee to meet the requirements

The employee may need help in liaising with more senior staff or in obtaining interdepartmental co-operation, such help if required should be given. It is important that he knows of your interest in his successful resolution of the problem and feels that he can come to you if he runs into trouble.

#### If applicable, indicate what disciplinary action will be taken, and why

The offence may be so serious as to warrant disciplinary action, should it occur again. Ensure that such action would be appropriate to the offence and in accordance with the company's agreed disciplinary code. It is important to inform the employee if you intend to carry out disciplinary action should he not improve. The employee is thus fully aware of the possible consequences of his non-compliance.

Agree on the steps to be taken by each of you

It is essential that both of you are in agreement with the requirements, action plan and commitments discussed in the interview. This ensures that there are no misunderstandings which could give rise to a loophole for further non-performance.

One of the best ways to handle this point is to recap at the end of the session and to write down points agreed on, with both parties keeping a copy.

Also set a date and time for a follow-up interview to monitor the progress of the employee.

# CONSULT VISITORS

#### Outcome

Ensure that visitors are consulted according to organisational requirements

#### Assessment criteria

On completion of this section you will be able to:

* Consult visitors as per company policy.
* Identify areas of non-compliance, note and recorded them for remedial action.
* Identify remedial actions and present them for implementation.

The Oxford Dictionary states that consult means to seek information or advice

This means you will need to have the correct information when a client approaches you. Clients should not be sent from one person to another and yet another employee to get the information they need. It is very frustrating for the client and is poor service which reflects negatively on the company.

As you can see, you will have to get to know the company you are working for, their products, policies and the relevant people to send a client to for the right information. Normally when you start working for a new company, you undergo induction training where the company familiarises you with the policies and the way they would like things done. Induction training would vary depending on the company you work for. If you work for a car manufacturing plant your induction would include extensive safety training, while an investment broker would only show you things like the fire drill along with the policies and who is responsible for which tasks.

As a receptionist you will have to know what the functions and business of the company are, even if you don’t do the consultation. If a client visits the company and no consultants are available to help the client, it will be a great advantage for you, the client and the company if you are in the position to give the client basic information. Not only will it give a good impression but it will also benefit the company.

If you are the receptionist and need to help a client when no one else is available, it is very important that you receive your client quickly and in a friendly manner. You need to know exactly what it is that the company is selling. The information that you give the client has to be exact and correct.

Some of the standard procedures would be:

* Greet the client in a friendly manner
* Introduce yourself and tell them what your title is
* Ask the client what they need so that you are sure to give them the correct and relevant information
* Once you have given the information to the client, ask them if there is anything else they need
* Be sure to get the contact details of the client, including their name and surname, a telephone number, fax number and an email address.
* Make a note next to the clients information reminding yourself what the conversation was about so next time you see the client, you can pick up on the conversation where you left of. This will make the client feel like they are getting personal attention and that the business they bring you is of importance.

## Identify Non-Compliance

Areas of non-compliance in this case would be:

* If you don’t have the relevant information to give to clients when asked;
* Consultants are constantly unavailable.
* Clients are not treated in a friendly manner
* Service is too slow

If nobody is available to attend to the client, take a message for the relevant person, make sure they receive the message and then follow up to make sure that the client has been contacted by someone from the organisation.

If you are in a position where you are thrown in at the deep end, and you don’t have the relevant information when a client asks you, you need to ask your superior for induction training. It is quite important for a receptionist or consultant to constantly know what is going on so that incorrect information is not passed to a client.

You would do this by giving your office manager or superior a request for induction training.

If consultants are not available and clients have to wait, you can make some suggestions to your superior, such as appointing more consultants or maybe having two people at the reception desk.

## Remedial Actions

If clients are not treated in a friendly manner it is a **serious** problem! If you find that clients are not being treated in a friendly manner, it is not be a good idea to confront the person or persons yourself. The behaviour and unfriendly service is most probably due to a stressful working environment or employees not getting along, so you could land in a fight and only agitate the other employees even more. Normally a company would have a kind of quality control form that you can fill in. Sometimes the form is anonymous, others are not.

On this form you would record the events and make suggestions of how you think the situation can be resolved. A good suggestion in this particular case would be for all staff members to go on a teambuilding session, and the staff who are in contact with clients should go for customer service training to refresh them on how a client should be treated.

You can present this form to your superior or quality control officer. It is a good idea to follow up your suggestion, so that you can see your superior is taking the situation seriously, and also to find out if they are going to implement your suggestion or take another course of action.

Don’t take it personally if your suggestion doesn’t get used. The company would probably have a good reason for not using the specific suggestion or not implementing a solution immediately.

Refer to the first section of this unit standard for specific coaching steps as well as how to address sub-standard work with an employee

# MONITOR VISITOR’S SATISFACTION

#### Outcome

Monitor visitors` satisfaction

#### Assessment criteria

On completion of this section you will be able to:

* Monitor Visitors` satisfaction at pre-determined intervals.
* Obtain feedback from visitors on their satisfaction.
* Evaluate and analyse feedback to determine satisfaction levels.
* Take necessary steps to improve the level of satisfaction.

## Monitor visitor satisfaction

When you receive visitors at an organisation it is **very** important that they are treated well and that service should be of the highest standard.

The first time that you would ask a visitor if they need anything else would be when you give them whatever it was they wanted to drink. It should be easy to see if the client is still satisfied. It is a good idea to ask a visitor regularly if they need anything, but don’t ask too much either.

Do not interrupt a meeting to find out if the client is still happy. You should rather wait until the meeting is over. Then you can find out how the client found the entire visit.

## Obtain feedback

A very nice way to monitor visitor satisfaction is questionnaires. The questionnaire should be short and to the point so as not to waste the client’s time. There is an example earlier in this module of such a questionnaire. Let’s look at it again.

|  |  |  |
| --- | --- | --- |
| Name:Date visited: | Yes | No, if no please give a reason |
| Question: |  |  |
| Were you received in a friendly manner |  |  |
| Were you helped quickly at reception? |  |  |
| Did the person you wish to see receive you in less than 5 minutes? |  |  |
| Were you offered something to drink? |  |  |
| Did you have to wait for the beverage? |  |  |
| Is the reception area in a clean and neat condition? |  |  |
| Comments |
|  |
|  |
|  |

You have to give the client enough space to write the complaint, if they have one. You also need to leave a space for additional comments at the bottom of the questionnaire so that the client can write a good comment if they found that the service was of high standard and enjoyed the visit. You would give a client a form like this as soon as they are done with the business that they had at the company.

## Evaluate and analyse feedback

Now that we’ve taken a look at a simple questionnaire, we can design a more complicated one. Below you will find an example of a more complicated form.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name:Date visited: | Always/ Yes | Sometimes/  | Never/ Not at all/ No | Reason |
| Question: |  |  |  |  |
| Were you received in a friendly manner |  |  |  |  |
| Were you helped quickly at reception? |  |  |  |  |
| Did the person you wish to see receive you in less than 5 minutes? |  |  |  |  |
| Were you offered something to drink? |  |  |  |  |
| Did you have to wait for the beverage? |  |  |  |  |
| Is the reception area in a clean and neat condition? |  |  |  |  |

I suggest you use a similar type of form for analysis to find out what the general feeling is about the service at the company. Below you will find a table you can use to do the analysis.

Let’s say you have 10 forms, you will take all ten forms and count the answers for each question and fill in the answer in the form on the next page.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name:Date visited: | Always/ Yes | Sometimes | Never/ Not at all/ No | Reason |
| Question: |  |  |  |  |
| Were you received in a friendly manner | 9 | 1 |  |  |
| Were you helped quickly at reception? | 10 |  |  |  |
| Did the person you wish to see receive you in less than 5 minutes? | 6 | 4 |  |  |
| Were you offered something to drink? | 10 |  |  |  |
| Did you have to wait for the beverage? | 4 | 1 | 5 |  |
| Is the reception area in a clean and neat condition? | 10 |  |  |  |

## Improve the level of satisfaction

By doing this you can quickly get the results of the average feeling about the service. In this case it is clear that something should be done about the time in which the clients receive their beverages. 4 out of 10 clients said yes they had to wait. This means that 40% of the clients are not happy about the time it takes to get their beverage.

Take necessary steps to improve the level of satisfaction. Now that you have the results of the survey, you can discuss it with your supervisor. By doing your survey this way you are not stepping on any toes in the office and management can clearly see that there are some areas that need attention. Once your superior has taken the necessary steps to improve service in these areas, you will be the first one to pick up the difference with the next 10 or so clients who fill in the forms.

Refer to the first section of this unit standard for specific coaching steps as well as how to address sub-standard work with an employee