

The logo for Electroland Ghana Limited, featuring the letters 'EGL' in a stylized, light blue font. The 'E' and 'G' are connected at the top, and the 'L' is a simple vertical bar with a horizontal base.

Electroland Ghana Limited

Home of Electronics and Appliances

CUSTOMER SERVICE EXCELLENCE

GIFTY AMA AMOAH

CONSULTING PARTNER

MGA CONSULTING GHANA LIMITED

ABOUT THE FACILITATOR



- AMA GIFTY AMOAH - a Chartered Marketer from the Chartered Institute of Marketing, Ghana (CIMG) and holds a Postgraduate Diploma in Marketing from the Chartered Institute of Marketing, UK.
- Managing Director of AmahG Construction & Realty and Lecturer at CIMG School of Marketing
- Vice President- Chartered Institute of Marketing, Ghana
- A Practicing Consultant for Strategy & Growth for Your Cruise People, Manor Gardens, Rois Travels, Royal Cosy Hills (Jirapa Dubai) The Palms by Eagle

SCAN TO REGISTER FOR SESSION





ABOUT MGA CONSULTING GHANA LIMITED

MGA Consulting Ghana Limited (MGA Consulting) is a Management Consultancy and Capacity Building firm that provides services to organizations from SMEs to Multinationals using a team of experienced consultants focused on delivering value to our clients. MGA Consulting has expertise in Sales and Marketing, Business Development, Entrepreneurial Support, Digital Transformation, Customer Service, Finance, and Human Resource Management.

OUR SERVICES:

- ▶ ENTREPRENEURIAL SUPPORT & MSME DEVELOPMENT
- ▶ STRATEGY & DOCUMENT DEVELOPMENT SERVICES
- ▶ CAPACITY BUILDING SERVICES
- ▶ MGA HR SOLUTION SERVICES
- ▶ MGA PRIME PROPERTIES
- ▶ MGA OUTSOURCING

OUR SUBSIDIARIES:

- ▶ SUPREME TRUST INSURANCE BROKERS (STIB) LIMITED
- ▶ JKA LOGISTICS LIMITED
- ▶ COREVENTS SOLUTIONS LIMITED
- ▶ INNOSOL LIMITED

MESSAGE FROM CEO



LEARNING AGREEMENTS: GROUND RULES



What is **your expectation** or
what do you seek to learn
from this training.

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“Customers may forget what you said but they’ll never forget how you made them feel.”

- Carl W. Buehner-



CUSTOMER SERVICE BASICS

DEFINING CUSTOMER SERVICE

- It refers to the **direct interaction between a business and its customers**, where **assistance is provided before, during, or after a transaction**.

- It encompasses all activities aimed at **meeting the needs of the customer while ensuring a positive experience**.

ELEMENTS OF CUSTOMER SERVICE



CUSTOMER SERVICE STATISTICS

41%

think that being
placed on hold is the
biggest frustration



86%

are willing to pay
more for a better
customer experience



73%

say friendly customer
service made them fall
in love with a brand





EFFECTIVE CUSTOMER SERVICE

ENGAGING CLIENTS (IN-PERSON)

1 ACKNOWLEDGE

Look up immediately when a customer enters. Make eye contact and smile – even if you are busy with another task.

2 GREET WARMLY

"Good morning / Good afternoon – welcome to Electroland!" Use the appropriate greeting for the time of day, every time.

3 OFFER HELP

"How may I assist you today?" or "What can I help you with?" – Open-ended. Inviting. Never "Can I help you?" which invites a simple "No."

4 LISTEN FIRST

Do not interrupt. Let the customer finish explaining before you respond. Understanding their need correctly saves time for both of you.

5 ACT & FOLLOW UP

Move promptly. If you cannot assist immediately, tell them what happens next: "Let me find the right person to assist you."

BODY LANGUAGE- YOUR SILENT MESSAGE TO EVERY CUSTOMER

✓ DO

Smile genuinely when greeting every customer

Maintain comfortable, natural eye contact

Stand or sit upright – show alertness and energy

Face the customer fully when speaking to them

Nod to show you are listening and engaged

Keep a calm, open expression even under pressure

X DON'T

Avoid crossing your arms – it signals being closed off

Don't stare at your phone or screen while a customer speaks

Never roll your eyes, sigh, or look bored

Don't lean on counters or slouch – it signals indifference

Avoid looking over a customer's shoulder for other things

Never whisper to a colleague while attending to a customer

ROLE PLAY

- a. **Two customers arrive at the same time** and you **are already helping someone**. How do you acknowledge all three without anyone feeling ignored?
- b. A customer has been **waiting for 5 minutes and is visibly frustrated**. They have not yet been greeted. Approach and handle the situation.



SERVICE CENTER CALL HANDLING

1. GREETING & INTRODUCTION

- Greet in a professional and polite tone. Eg. Good morning/afternoon. Thank you for calling Electroland Service Center. My name is ... How may I assist you today?

2. CUSTOMER INFORMATION COLLECTION

- Collect customer details before troubleshooting.

- Questions to Ask:
- May I have your full name please?
- What is the best phone number to reach you?
- What appliance are you calling about (AC, washing machine, fridge, gas cooker)?
- What is the brand and model of the appliance?
- Approximately when did you purchase the appliance?
- Is the appliance still under warranty if you know?

SERVICE CENTER CALL HANDLING CONT'D

3. PROBLEM IDENTIFICATION

- Clarify the issue
- Followup prompts: When did the problem start? Did anything unusual happen before it started (power outage, movement, cleaning, etc.)

4. APPLIANCE-SPECIFIC TROUBLESHOOTING

- Air Conditioner Basic Troubleshooting
- Washing Machine Basic Troubleshooting

- Refrigerator Basic Troubleshooting
- Gas Cooker Basic Troubleshooting

5. DECISION: REMOTE SOLUTION OR TECHNICIAN VISIT

- Determine next steps
- If issue is resolved: I'm glad we could resolve the issue. Please monitor the appliance, and if the problem happens again, feel free to contact us anytime.

SERVICE CENTER CALL HANDLING CONT'D

5. DECISION: REMOTE SOLUTION OR TECHNICIAN VISIT

- If technician visit is required: It appears the appliance may require a technician inspection. I will schedule a service visit for you.
- Collect additional details: Best date and time for visit, access instructions, confirm address

6. CALL CLOSING

“Your service request has been registered. Our technician will contact you before the visit. Thank you for choosing (Company Name). Have a great day.”



HANDLING CUSTOMER COMPLAINTS

CUSTOMER COMPLAINTS



1 IN 26
CUSTOMERS COMPLAIN
THE REST SAY NOTHING

DEALING WITH CUSTOMER COMPLAINTS

Types of Difficult Customers

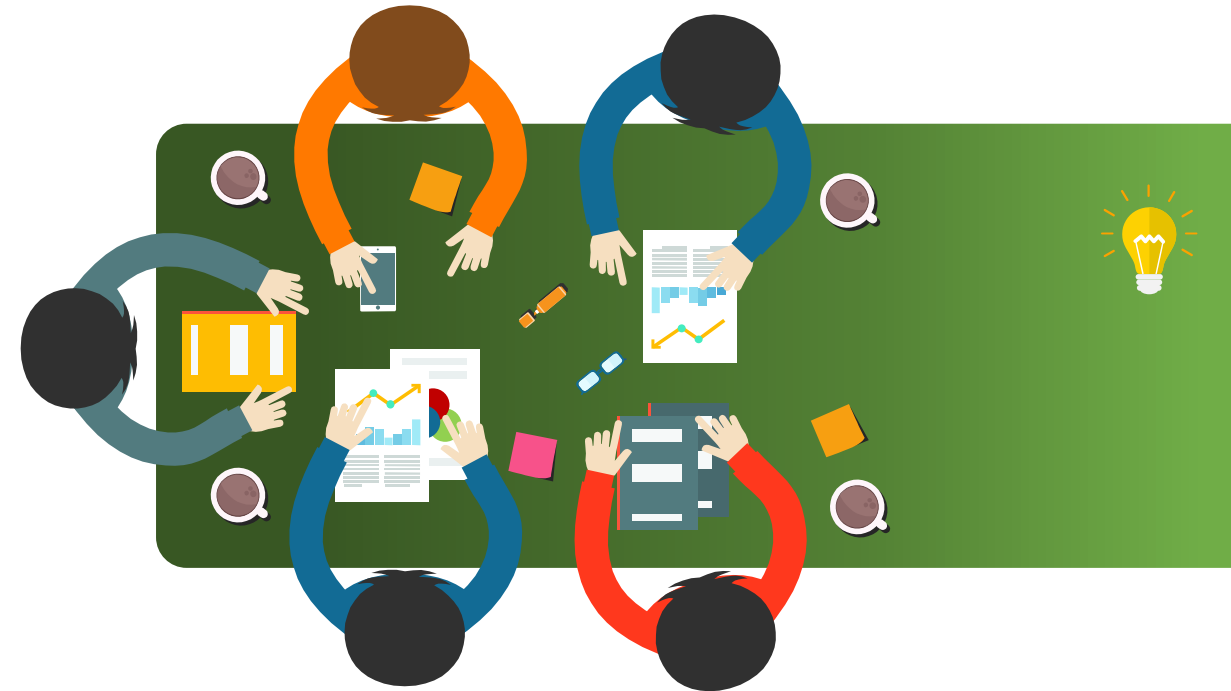
- Angry Customers
- Impatient Customers
- Demanding Customers
- Confused Customers
- Silent or Passive-Aggressive Customers

Strategies for Dealing with Difficult Customers

- Stay Calm and Composed
- Active Listening
- Acknowledge and Validate
- Clear Communication
- Avoid blaming or making excuses

LET'S DISCUSS

- A customer calls angrily saying the washing machine delivered yesterday is the wrong model. They are visibly upset and say they want to return it immediately and get a refund.
 - a. How would you handle the situation while engaging the client over the phone?
 - b. What can be done to prevent such situation?

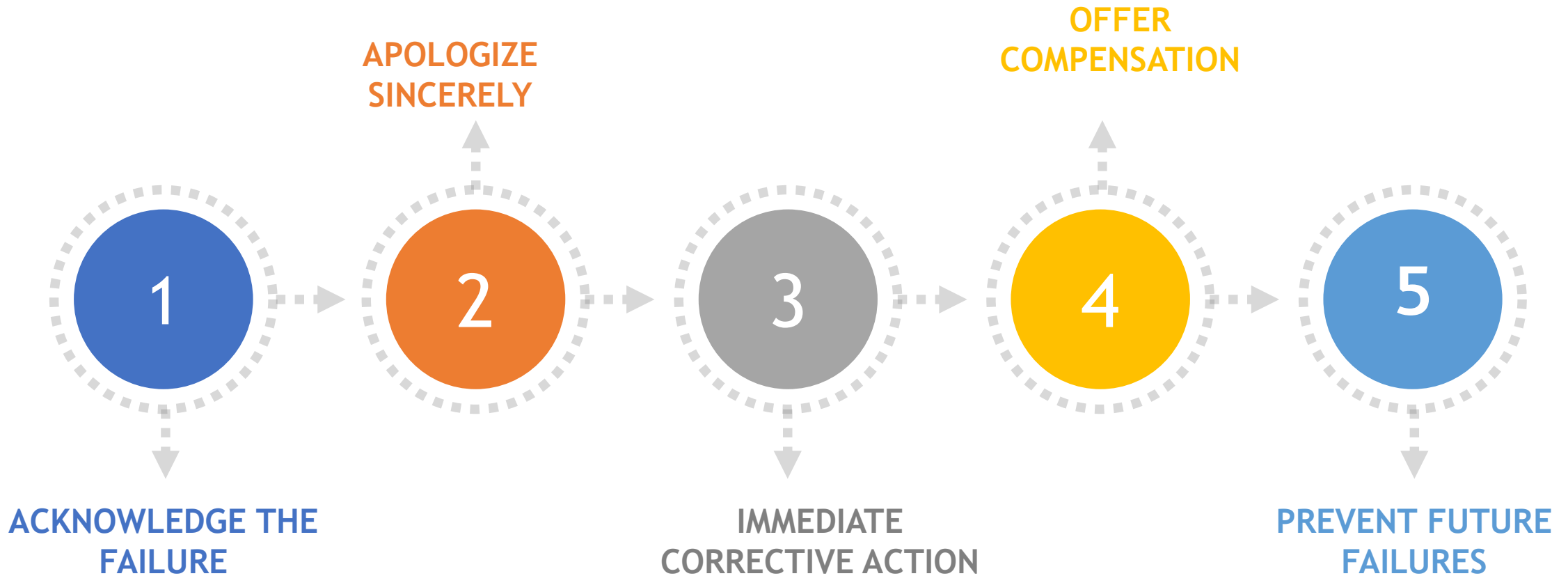




PROBLEM SOLVING AND TROUBLESHOOTING

DEALING WITH SERVICE FAILURES

When a service fails to meet expectations, quick and transparent action is necessary to regain the customer's trust and ensure continued engagement. The following steps are key:



SOME APPLIANCE-SPECIFIC TROUBLESHOOTING

1. AIR CONDITIONER BASIC TROUBLESHOOTING

- **Questions to Ask:**
 - Please confirm if the AC is receiving power
 - Ask customer to check the circuit breaker or power switch
 - Ask customer to replace remote control batteries
 - Ask if doors/windows are open causing poor cooling
- **Quick Remote Solutions**
 - Clean air filters
 - Rest AC by turning power off for 5 minutes

2. WASHING MACHINE BASIC TROUBLESHOOTING

- **Questions to Ask:**
 - Confirm if machine is plugged and power is on
 - Ask if water valve is open
 - Ask customer to reduce laundry load if overloaded
 - Ask if machine is balanced on the floor
- **Quick Remote Solutions**
 - Restart cycle
 - Clean drain filter
 - Reduce load

SOME APPLIANCE-SPECIFIC TROUBLESHOOTING

3. REFRIGERATOR BASIC TROUBLESHOOTING

- **Questions to Ask:**
 - Ask if power is connected and light inside is working
 - Ask if temperature setting is correct
 - Ask if fridge was recently moved
 - Ask if excess frost is visible
- **Quick Remote Solutions**
 - Adjust thermostat
 - Defrost freezer
 - Allow 6-8 hours after restart

4. GAS COOKER BASIC TROUBLESHOOTING

- **Questions to Ask:**
 - Ask client if they smell gas
 - Ask if ignition clicking sound is heard
 - Ask if gas cylinder valve is open
 - Ask if flame color is blue or yellow
- **Quick Remote Solutions**
 - Clean burner caps
 - Reposition burner correctly
 - Replace igniter battery
 - If gas smells persists, advise client not to ignite cooker and ventilate the area

IN CONCLUSION...

- Delivering exceptional customer service is a multifaceted endeavor that requires a **deep understanding of customer needs, effective communication, and a customer-centric approach.**
- By **prioritizing customer service and making it a core part of business strategy,** organizations can **differentiate themselves from competitors, increase customer loyalty, and ultimately drive growth and profitability.**
- Organizations can **build strong relationships with their customers and drive long-term success** through **excellent service delivery.**

“A brand is no longer what we tell the customer it is, it’s what customers tell each other it is.”

— Scott Cook—

**SCAN CODE
TO EVALUATE
SESSION**



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