

MEDIA RELEASE

29 October 2018

FSC FIELD TEAMS RECEIVE TRAINING IN CUSTOMER SERVICE

Customer service is defined as the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met. Although industries may differ, in most professional settings, the hallmarks of customer service are the same.

FSC recently held Customer Service training for all its Field Sector Officers across the country. The training sessions targeted Field Managers, Team Leaders, Coordinators and administrators. The Field area is the division within FSC that looks after and manages the welfare of the growers.

CEO Graham Clark says “there has been a growing frustration from growers at the lack of responses and delayed feedback that has become somewhat the norm for our teams. So we had to develop a training program to address this”.

The training was conducted at all our mill sites by our General Manager Corporate Services Kameli Batiweti and Manager Human Capital Ashwin Gounder.

Based on the theme “**Building a Winning Service Culture**”, the training drove the notion on changing mindsets and changing attitudes, towards a customer relationship with our growers that is engaging and sustainable. The training emphasised on what good customer service looks like. And key to this was that knowing and understanding what growers wanted in terms of their expectations and utilising the various resources available at their disposal in order to address these.



Right: Rarawai Field Team Leaders at the Customer Service Training in Ba

Clark said “we had to differentiate what bad, good and exceptional customer service was. Many times these sorts of things are taken for granted, its human nature so we wanted to do a refresher on it”.

“Its human nature as well that we avoid difficult conversations and get defensive” added Clark. Therefore techniques on handling and responding to customer complaints were taught at the recent training.

Employees got insights to the TRUST equation which as below is:

Credibility + Trust = Understanding

Employees need to become more reliable to achieve a credibility status. Combined with the element of trust, this then creates understanding. Understanding on this level means you become an extension of the customer and you are able to articulate the customer’s needs before they request for anything.

Communication also factored in the training whereby the employees were taught that body language made up 55% of communication, your tone of voice a lesser 38% whilst your actual words, a mere 7%. Understanding these important communications factors would enable FSC Field Teams to know how to communicate and relate to their customers better.

Obviously there are environmental barriers, some technical, some due to lack of knowledge and skill, some due to lack of resources, and it is crucial to understand these barriers and how we can best achieve the results in the midst of these barriers. “Because at the end of the day, customers or farmers in the case of the FSC, are most interested in solutions”, said Clark.

Employees were taught some key traits in what can be done to become a professional – for example, changing our attitudes, changing approach to things, welcoming suggestions, becoming a more effective team player and knowing your product or service offering.

Clark ends “we look forward to the results of this training from our teams. Further sessions will be conducted to help implement solutions and a follow-up workshop will be held in 3-months’ time. All of FSC thirty-eight sector offices participated in this customer service training”.

ENDS

For more information, please contact:

Elenoa Korovulavula
Head of Strategic Communications
Fiji Sugar Corporation
Email: elenoa.korovulavula@fsc.com.fj
Mobile: 999 6009