



"To Develop System to Handle Customer at Front Desk" a Study in an Educational Institute

KEYWORDS

system, inquiry, customer

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ABSTRACT This study provides information related to system that helps in handling the customer at front desk. Three front desk employees (Counselor) with more than 100 customer was handled in a span of 1 month for the study. Study was divided in two groups, Group-1 with power point presentation (PPT) and Group 2 without power point presentation (PPT). The study was done by handling different customers with various product in an educational institute. Different customers with age group (18 – 25 years) from the city of Ahmedabad were involved. Different information was provided in the method of handling the customer like product detail, duration, price, rules and regulation etc. Other factors like audio and video were also included to provide details of the organisation. The system developed can be used for all type of face to face customer handling. Few industries that can utilize this system are Education, Health, Travel and tour, Manufacturing etc. This System of Customer handling with power point will reduce the duplication, save time and resource. Study would help to standardize the system, thus providing equal level of output at front desk.

Introduction (120)

Customer handling and providing information at front desk are one of the major challenges that most of the industry is facing today. Different product and details add to their confusion. Front desk always finds it tough to handle the clients. Another major problem is the standardization of client handling at all the front desk.

The system of customer handling with power point will provide complete information to the customer. The system will also help the front desk employee to handle the variety of product and customer.

Educational institutions worldwide are undergoing fundamental shifts in how they operate and interact with their "customers": students, alumni, donors, faculty members, and staff members. Kotler and Fox (1995) state that the best organization in the world will be ineffective if the focus on 'customers' is lost. First and foremost is the treatment of individual students, alumni, parents, friends, and each other (internal customers). Every contact counts!

Most of the organisation still uses traditional method of explaining the product with the help of brochure. Front desk finds it difficult to convey their message comfortably to the customers. Power Point presentation with verbal explanation helps to bridge this gap at front desk. PowerPoint presenter is in a position of power is often underestimated. The presenter has far more power to influence customer as compared to the one who does not have power point. PowerPoint allows you to present colorful, interesting visuals and manage and combine a range of multimedia information (Tracey-Lee Downey 2007).

The use of PowerPoint and multimedia in the classroom has significantly increased globally in recent years. Present study is about applying power point presentation in customer handling at front desk. Comparative study has been done by distributing customers in two groups. Group-1 handles the customer with Power Point presentation and Group-2 handles the customer without Power point pres-

entation. Study helps to find a better method to handle customer at front desk and then standardizing the system. Standardization of the system helps to improve quality of customer handling.

Review of literature:

Handling the customer face to face with the help of product brochure has been traditionally used. Computers have helped humans in a large way to reduce its work. Computers helps in audio and visual communication. One of the important part is to use power point presentation in handling the clients. In 2002, it was estimated that more than 400million copies of PowerPoint were in circulation and that "somewhere between 20 and 30 million PowerPoint-based presentations are given around the globe each day" (Simons 2005, Russell J. Craig & Joel H. Amernic 2006). Power Point is the primary medium and is likely to remain so for some time to come (D U R S O and POP, 2011). PowerPoint clearly provides benefits over that technology in the ease with which it enables the creation of presentations and it would be hard to argue that the results are less colorful and entertaining thanks to the tool (Miller 2008). The evidence that Power point presentations influence learning is largely anecdotal (Nouri and Shahid). The Mason and Hlynka (1998) state that PowerPoint helps structure the content and processing of a lesson or lecture. The real part is how to use power point presentation effectively while handling the customer.

PowerPoint presentations incorporate graphics, animation, and color (imagery). Human information processing theories focus on how the human memory system gathers, transforms, compacts, elaborates, encodes, retrieves, and uses information (Nouri and Shahid).

Power point presentation has been widely used in teaching and learning and study tries to use it effectively in customer handling. The best presentations are rehearsed, not so that the speaker memorizes exactly what he or she will say, but to facilitate the speaker's ability to interact with the audience and portray a relaxed, professional, and confident

demeanor. Rehearsal also helps alleviate stage fright. The most useful method of controlling nervousness is to visualize success (Jannette Collins 2004).

Objectives:

- 1) To develop better system to handle customer and influence them to buy the product
- 2) To standardize the developed system for customer handling at front desk.

Hypothesis:

Ho: There is no significant difference in handling the customer with or without Power point presentation.

Ha: There is significant difference in handling the customer with or without Power point presentation.

Research Methodology: (Method of Data collection) :

The study is to develop better system to handle customer at front desk. Primary data have been collected from 100 respondents in Ahmedabad city. Secondary data have been collected from websites, reputed journals, books, newspapers and magazines. The sampling frame will be customer of educational institutes in Ahmedabad city. The statistical methods like Mean, Standard Deviation, Chi-Square, z-test, t-test and Factor Analysis will be used.

Limitation:

- This study is limited to Ahmedabad city only and hence cannot be generalized
- We cannot expect the responses to be always correct as the consumer would find it not interesting.
- There might be influence of other factors while providing feedback.

Data Analysis: The statistical methods like Mean, Standard Deviation, Chi-Square, z-test, t-test and Factor Analysis was used with the help of EPI6 software. There was no significant difference among two groups in terms of age (18 – 25years). There was significant difference in gender as males were more than females (74M : 26F). Significant difference was found in handling the customer with and without power point presentation.

Figure 1 shows that 32% customers had zero query with power point presentation while only 6% customer had zero query without power point. 38% Customers had 25% queries with and without power point. Figure 1 also shows that 22% customers had 50% queries with power point presentation while 44% customer had 0% queries in without power point. It shows that 8% customers had 75% queries with power point presentation while only 10% customer had 75% queries without power point. Customers with 100% queries was less than 2%.

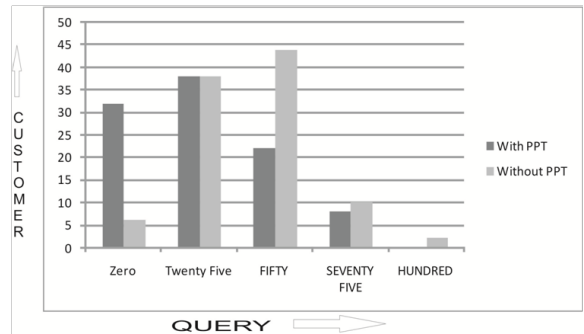


FIGURE 1: Comparison among two groups (Customer Vs Query)

Values are Expressed in Mean \pm S.D.

Discussion:

In the past three decades there has been a decisive shift in the media that have been used to communicate messages in educational settings. We have gone from the era of Chalk-and-talk in place and occasional flip-charts to overhead transparencies and to PowerPoint slides (Russell J. Craig & Joel H. Amernic 2006).

Our study involved 61 Graduates, 22 Undergraduates, 16 post graduates and one Doctorate. The study was carried out for different educational products like IELTS, Staff Selection Commission, CMAT, MAT, Personality Development, Bank Exam, Tutorials for competitive exam, Public speaking etc..

Bryant and Hunton (2000) state that the degree of improved learning is a function of a complex set of interactions among learner and medium attributes. Human element always plays an important role in conveying the information to the customer. However, power point presentation would provide support to counselor in conveying the information.

Conclusion:

The study concludes that handling customer with the help of power point is better as compared to without using power point. Front desk employees were finding it more comfortable to handle customer as all the information was noted in power point. Those customers which were handled with the help of power point had fewer queries. It was easy to convince customers with power point as video and picture were used. Therefore handling customers with the help of power point is more effective as compared to without power point.

In this global economy the client handling is done remotely so this system will help to convince customers abroad. It will be easy with international brands to handle their customers online with the help of power point. No matter with or without power point, human element will always play an important role in handling the customers.

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