

# **Field Technician – Digital Camera**



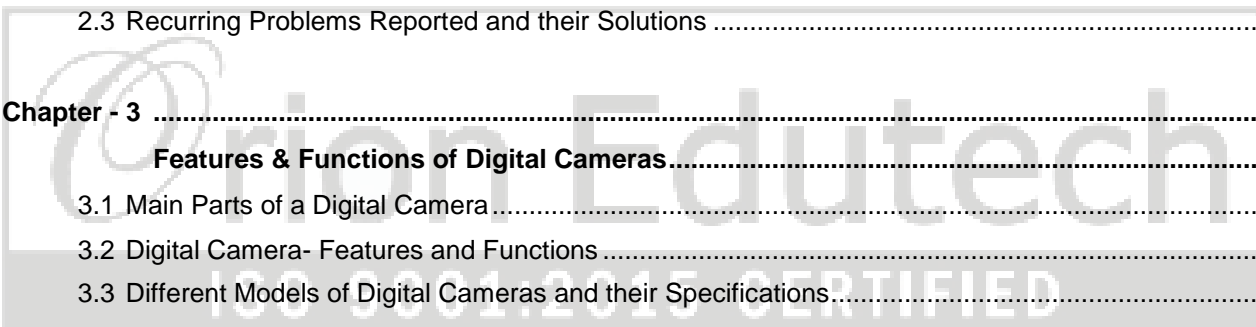
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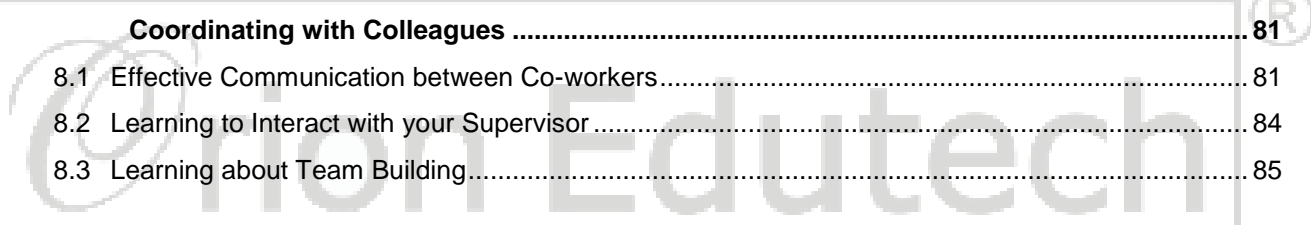
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## CHAPTER - 1

# ENGAGE WITH CUSTOMER FOR SERVICE

### LESSON OUTCOMES:



- Understanding customer's requirements
- Knowing the tools for camera technicians
- Communicating with customers

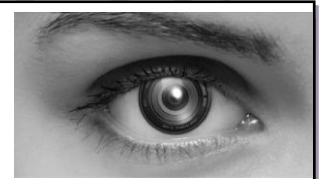
### PRE-SESSION ACTIVITY

- The trainer will conduct a verbal quiz on all the tools used by a camera field technician.

#### 1.1 Understanding customer's requirements on visit or prior to visit:

Understanding the customer is the key to good service. Ensure that you have delivered the customer care as promised.

- Remember that great customer care involves knowing your customers so well that you can anticipate their needs & exceed expectations.
- To understand your customers, you need to be attentive to them whenever you are in contact with them.
- You can even increase customer loyalty and bring in new business through positive word-of-mouth recommendations.
- During a customer visit, most successful marketing strategies for creating product demand requires the use of customer feedback, to assess just how well a product actually meets the market needs.
- The success of some products relies more heavily on factors that are not easily definable such as impulse buying, stylistic preferences and market trends.
- The essence of most product marketing is about finding ways to satisfy actual, functional customer needs.



#### Did you know?

If the human eye was a digital camera, it would have 576 megapixels.

#### Before the visit:

- ✓ Arrange a time to the convenience of the customer.
- ✓ Be specific about the appointment time rather than giving a time range.
- ✓ Provide the customer with the name and contact details of the individual conducting the visit.
- ✓ Give the customer a contact number for reference if they have any queries regarding the visit.
- ✓ Schedule the visit with the customer at least 2 days earlier.
- ✓ Educate the customer of what they need to do in preparation for the visit, if it involves special arrangements.

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- ✓ Ask the customer, check the warranty status on the warranty card which comes along with the camera.

Example: It is covered for 12 months from date of purchase, or it extends up to 36 months in case the customer has added an extra warranty cover.

- ✓ Arrive on the scheduled time.
- ✓ If for some reason you will not be able to make it according to the time specified, immediately contact the customer to inform them about the delay.
- ✓ If arriving late is not suitable for the customer, arrange for an alternative suitable time. Apologize for any inconvenience you may have caused the customer.
- ✓ Anticipate possible problems and carry tools and parts accordingly.
- ✓ Visit more customers with thorough research on the customer's location either manually or using route planning apps.

### 1.2 Tools for Camera Technicians

#### 1 Precision Screwdriver Set



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Unlike standard screwdrivers precision screwdrivers feature small tips, and are useful for a number of tasks from camera and computer repair to the repairing of sunglasses and watch. Long, easy to grip handles are convenient to repair camera.

#### 2 Lens Spanner



Lens spanners are one of the most useful items that allow us to remove lens ring, and place lenses in place. Some lens spanners have removable tips that give the versatility to use the spanners on some lenses.

### 3. Forceps/Tweezers



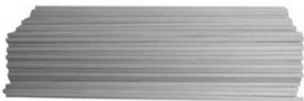
Forceps and tweezers come in two basic structures – straight and curved. These items can be made up of either plastic or metals. Curved items come handy especially in cases when a small part or screw needs to be retrieved beneath other parts.

### 4 Lens Filter Wrench



You can use this tool to remove filters that have been attached to the camera lens. A lens filter wrench can be used to remove filters that are stuck on the lens. Because these tools feature different sized rings, you may need more than one, to cater to lenses in a wide range of diameters.

### 5 Friction Screwdriver



Friction screwdrivers are easy to make; even some of them are homemade. It is easy to make friction screwdrivers by using rubber stopper and furniture leg cup. However, the simplest design of the friction screwdriver is the wooden dowel with a flt rubber-piece, glued to one end.

### 6. Rubber Air Blower



The function of this Blower is to gently remove dust & erase smudges from delicate equipment without leaving residue. Excellent way to remove dust off sensitive camera parts without physical contact.

#### During the visit

- ✓ On arrival at the customer's location, show proof of the organization that you represent.
- ✓ Meet the customer in question, with whom you made the arrangements and discuss all that is involved.
- ✓ Identify exactly what the problem is, based on customer's information. Ask questions like:
  - Can you describe exactly the problem you're having?

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- When did the problem begin?
- Has the problem occurred before?
- ✓ After inspecting the device, inform the customer about the problems identified and instruct the customer on various possible reasons for the occurrence of the issue.
- ✓ Keep the customer informed of the progress of the work during the visit, especially if you are working at the premises and may have to leave for some reason.
- ✓ Ask your customer the age of the appliance as it needs to be considered when deciding whether to repair or replace.
- ✓ Inform the customer of the cost to fix the problem. Providing a written quote or estimate could eliminate disputes over the price at a later date.
- ✓ Gain the customer's approval before you begin fixing the problem, to ensure that there will be no misunderstanding.
- ✓ Leave the premises in the condition you found them.
- ✓ Before you leave, confirm and explain to the customer all the work that was done.
- ✓ Leave the customer with a record of the visit and contact details for any further queries.
- ✓ Bid a polite farewell the customers as you leave.

### Exercise:

- **Fill in the blanks:**

1. The essence of most product marketing is about \_\_\_\_\_.
2. Tweezers are of two types - \_\_\_\_\_ and \_\_\_\_\_.
3. Blowers are used to \_\_\_\_\_.

- What is the function of a lens spanner?
- How filter wrench becomes effective?

### 1.3 How to Communicate with Customers to put them at ease

Communication is the medium to connect to the others in terms of words, expressions, or gestures. It is absolutely necessary to show proper respect to the others.

- **Listen:** When engaging another person in conversation, the most important rule for success is to listen. Put another way, "listening is not the same as waiting your turn to talk." By genuinely being interested in what your customer has to say, you can ask further questions and get to know their requirements properly. Communication becomes effective when a person listens to, and understands what the person is saying. The whole conversation may become a mess if the persons plan what they are going to say next.
- **Maintain eye contact:** Making eye contact while the conversation is in progress creates an impression that you are attentive to the conversation. It also makes the speaker easy to carry on the topic. However, it does not mean that you have to stare down the speaker or stare so long that your eyes become glassy.
- **Be empathetic:** Empathy, in simpler term, means to wear the shoes of the speaker. There are situations when we try to relate to the speaker in terms of personal experiences, which is empathy. However, if we try to grieve the situation by consoling the person, is being sympathetic.



- **Be open-minded:** Being open-minded is being liberal. We tend to emphasize on whatever we have, and we possess; rather than vitalizing the new ones. However, the old proverb says, “Rolling stone gathers no moss”. This connotes that stagnancy is the most dangerous thing that one should avoid. Therefore, being open-minded means to be liberal to new ones. However, it is not necessary to accept everything. Judge it, and if acceptable, embrace it.
- **Stay relaxed and open:** Body language and gestures play vital roles while we talk to another person. At times, we can beguile our voice or tone. However, our body language expresses a lot.

**Debriefing of the Chapter**

- Understanding the customer is the key to good service. Ensure that you have delivered the customer care as promised.
- Advise the customer of what they need to do in preparation for the visit, if it involves special arrangements.
- Anticipate possible problems and carry tools and parts accordingly.
- Unlike standard screwdrivers precision screwdrivers feature small tips, and are useful for a number of tasks from camera and computer repair to watch and sunglass repair.
- After inspecting the device, inform the customer about the problems identified and instruct the customer on various possible reasons for the occurrence of the issue.
- When engaging another person in conversation, the most important rule for success is to listen.
- Good communications skills are important not only at the negotiating table, but in every facet of life.

**Post Session Activity**

- Trainer will conduct a role-play session on how to interact with the customers. The points for Dos and Don'ts will be written on the white board by the Trainer.

**NOTES** 

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**Test Yourself:**

Tick the correct answer:

a. Communication is always stronger when the people involved spend their time \_\_\_\_\_ one another, instead of planning what they are going to say next.

talking [     ]

finding fault [     ]

listening and understanding [     ]

b. On arrival at the customer’s location, \_\_\_\_\_ of the organization that you represent.

verbally explain [     ]

show proof [     ]

make excuses [     ]

c. A \_\_\_\_\_ is a type of wrench that allows you to remove the lens ring that secures the lens in place.

lens spanner [     ]

tweezers [     ]

screwdriver [     ]

d. You can even increase customer loyalty and bring in new business through \_\_\_\_\_ recommendations.

negative feedback [     ]

positive word-of-mouth [     ]

peer [     ]