

## Unit 2

# The Perception and Communication



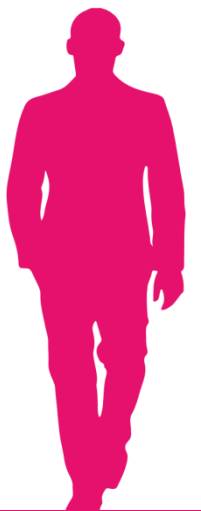
Miss Yanika Chuentako



# Definition

**Customer perception** – a concept that encompasses (*surround, enclose*) a customer's impression, awareness and/or consciousness about a company or its offerings.

**Customer perception** is typically affected by advertising, reviews, public relations, social media, personal experiences, and other channels.

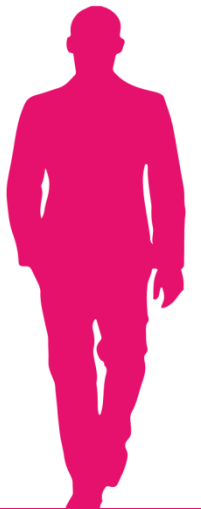


# Importance of Customer Perception

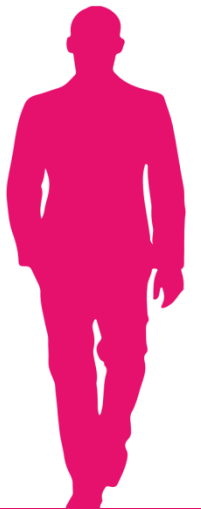
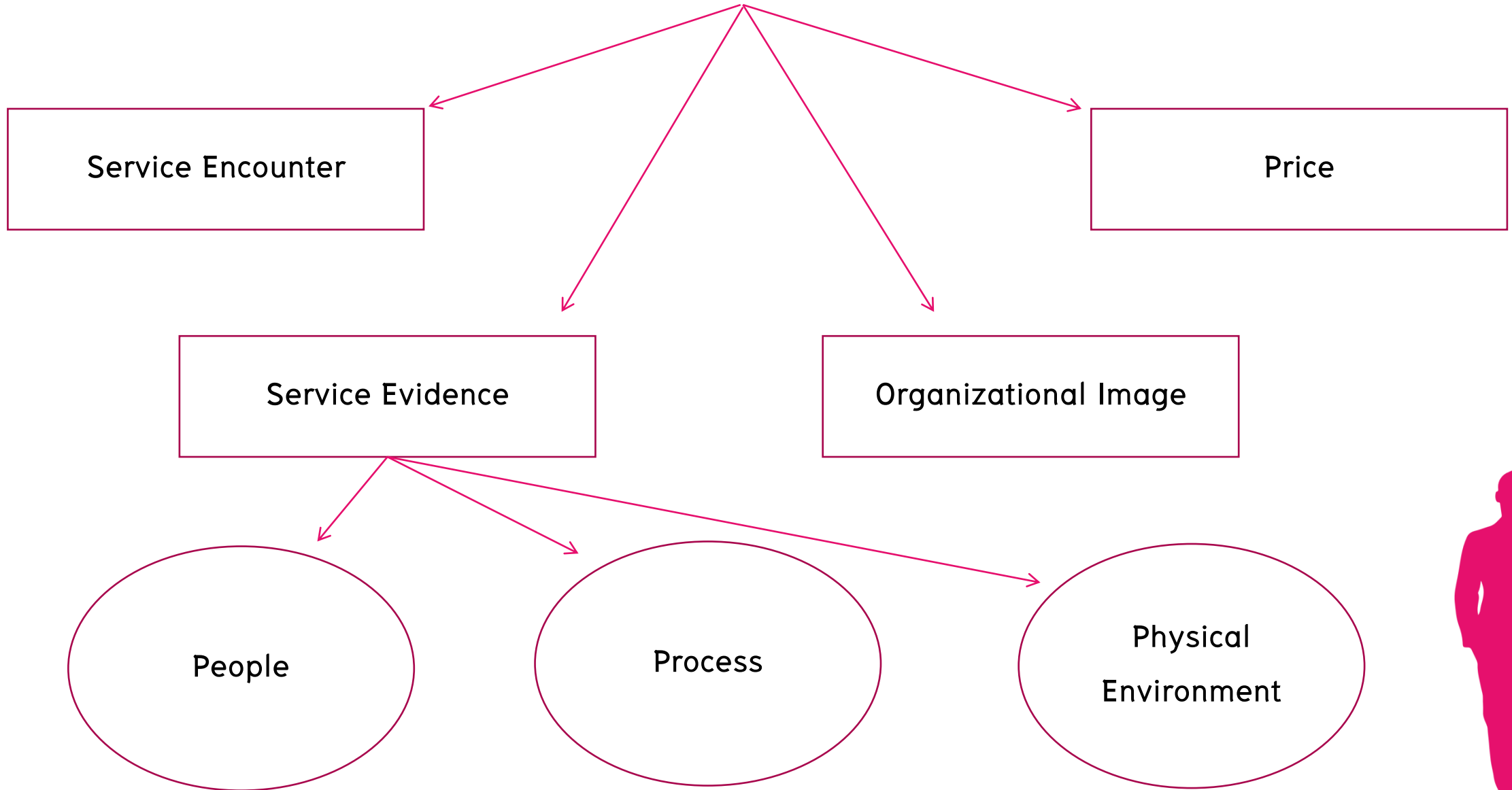
In today's digital age, virtually (*effectively, essentially*) everything is a Google search away. This makes your goods and services easier to find, but the tradeoff (*replacement, substitution*) is that your competition (*battling*) is easier to find as well. That means it's easier for unhappy or unsatisfied customers to leave.

Consumers want good quality, but they also want to know they are getting good value. That value isn't just judged by the product or service they are purchasing, but by the availability and usability of the customer service that supports it.

It's just not enough anymore to have brand recognition, consumers want to feel good about a brand and company. They want to do business with civic-minded corporations with positive world views.



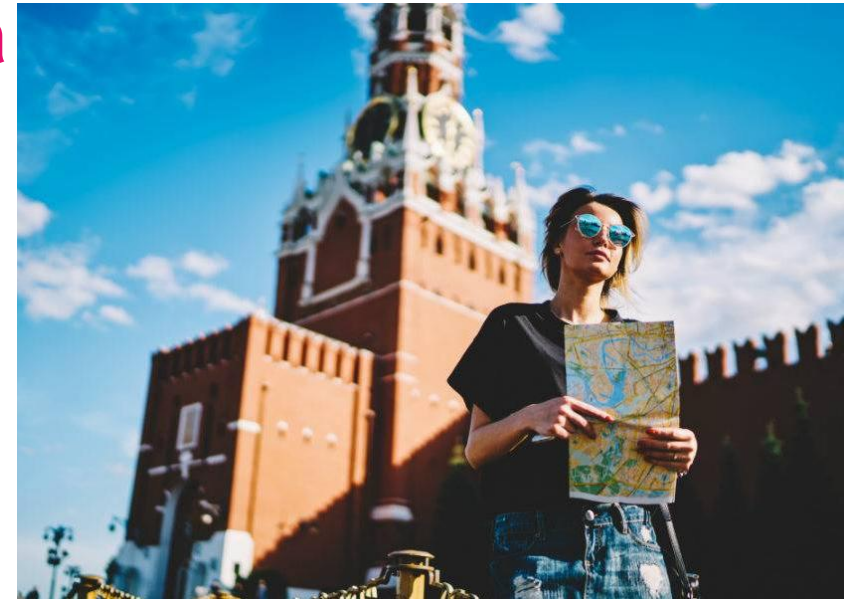
# Factor influencing Customer Perception



# Factor influencing Customer Perception

★ **Customer perceptions** of value, quality and satisfaction are influenced by four important factors. These factors are–

**1. Service encounter**– A customer estimates the quality of service throughout his/her interaction with a service provider.



**2. Service Evidence**– Because services are intangible, customers are searching for evidence of service in every interaction they have with an organization.

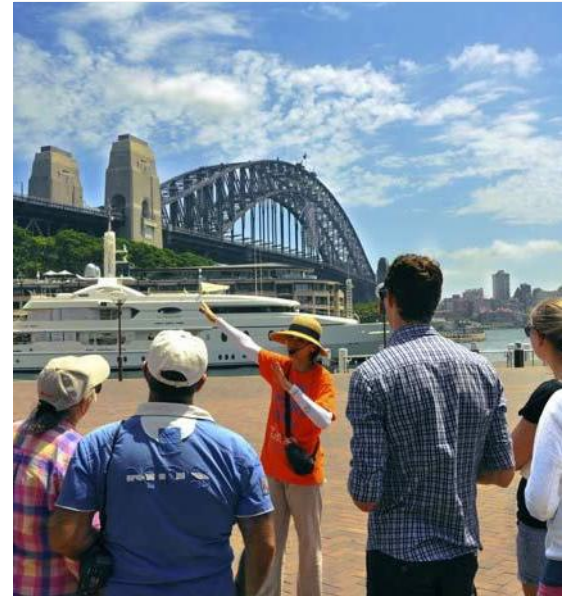
The 3 major categories of evidence as experienced by the customer are:– **people, process and physical environment.** These categories together represent the service and provide the evidence that tangibilizes the offerings.

# Factor influencing Customer Perception

a) **People/ Service personnel**– service personnel play an important role in defining the quality of service encounter in the mind of the customers.



b) **Process of service delivery**– It involves various steps in the process of delivering a service and the flow of operational activities. The service process is also evaluated on the basis of the number of flexible or standard policies and the technological or human modes involved in delivering the service.





# Factor influencing Customer Perception

c) **Physical Environment**– it creates an impact on customer perception. The physical environment consist of the ambience offered by a service provider and the design of the interiors or exteriors of the service facility.



**3. Organizational Image**– Image of organization has a profound (*great, keen*) effect on perception of consumers. An organization with a **positive image** is considered to be providing **good quality service**, whereas an organization with **not favorable image** is considered to be providing **bad quality service**.



# Factor influencing Customer Perception



4. **Price**– Perception of consumer is affected by the price of service. If a service company **prices** a product **low**, then consumer may perceive it of **low quality**. Whereas, if the **price is high**, consumer expect **high quality** service.



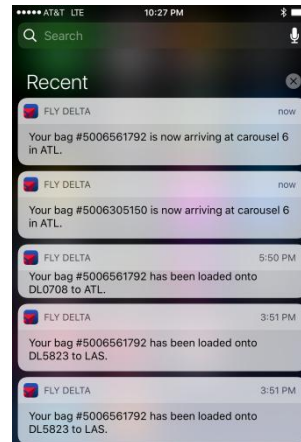
# Others Factor Deciding Customer Perception

In general, customer perception can be influenced by a lot of factors. Some of the major factors are

**1. Consistency of performance** – How has the brand performed in the past and how it is performing currently.



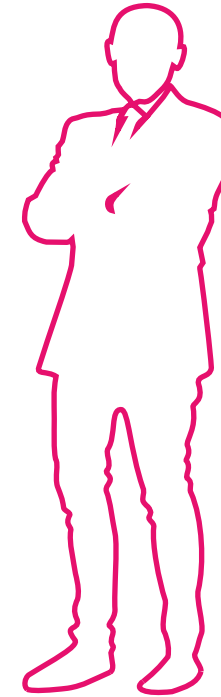
**2. Emotional connect** – Superb (*excellent, remarkable*) brands know that emotional connection with the customer is critical to brand development.



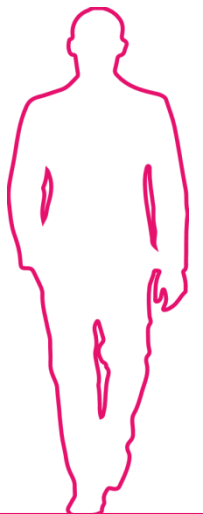
**3. Marketing communications** – How the brand communicates with the customers using the various media vehicles.



# Communication:



**Communication** is the act of sending information or ideas via speech, visuals, writing or any other such method. **The Communication model** has a sender who is sending the message and the receiver who is receiving the message.



# Communication: Enhancing Customer experience

- **Communication** is the process of transferring signals/messages between a sender and a receiver through various methods, such as written words, non-verbal cues, or spoken words.
- **Communication** is the mechanism we use to establish and modify relationships, both with customers and colleagues.





# Communication and its meaning

## Communication:

- The process of transferring a selected bit of information from a source to a destination.
- The transmission of ideas and sentiments (*view, point of view*), between two or more people, which contribute to the attainment (*achievement, accomplishment*) of organizational goals.
- Who says what, in which channel, to whom, and with what effect.
- Ensuring *understanding*.



# The communication process

ENVIROMENT

MESSAGE

FEEDBACK



Sender



Receiver





# The communication process

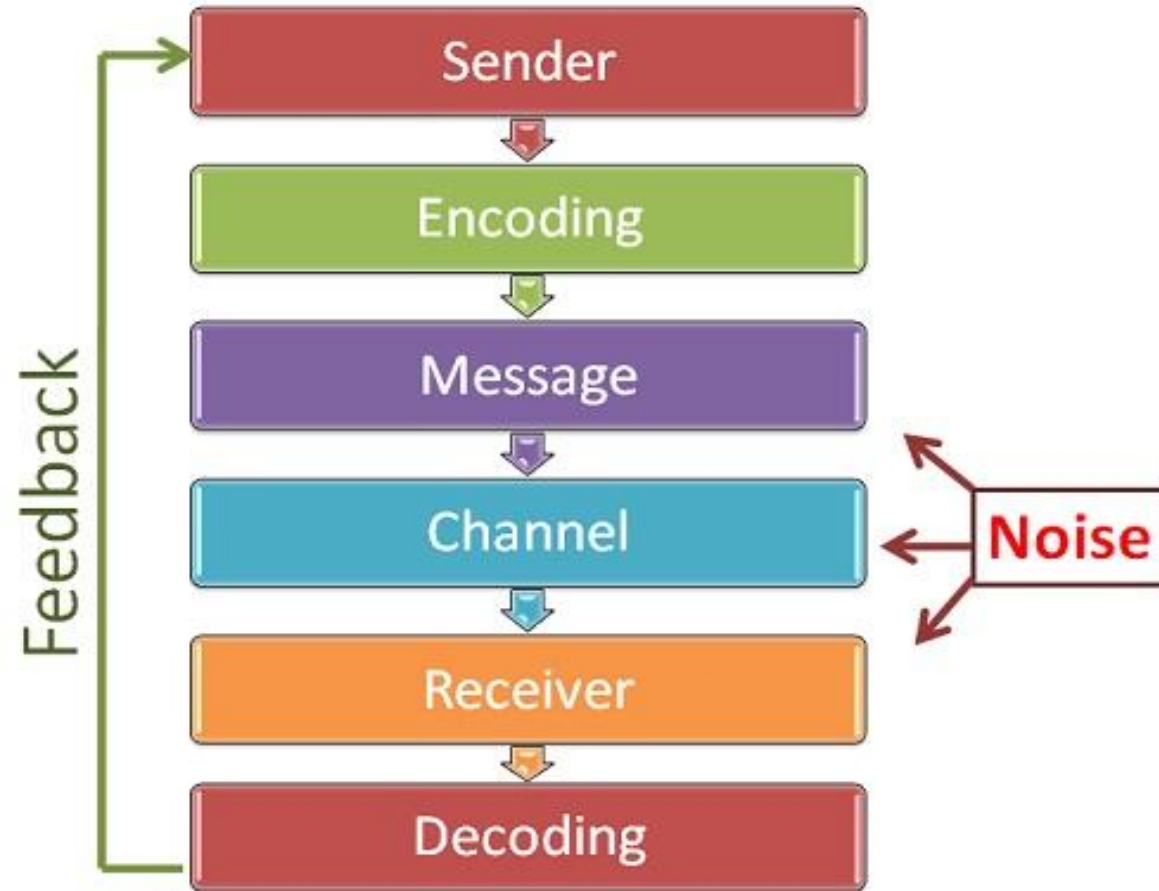
Each time a message is sent:

- **Sender** encodes and transmits a message. *(the activity of converting data or information into code)*
- **Receiver** decodes (*interpret*) and interprets the message.
- **Feedback** occurs when the receiver responds to the sender about the message.

The **environment** is more than physical location, it also includes the personal history and background and each participant in the communication.

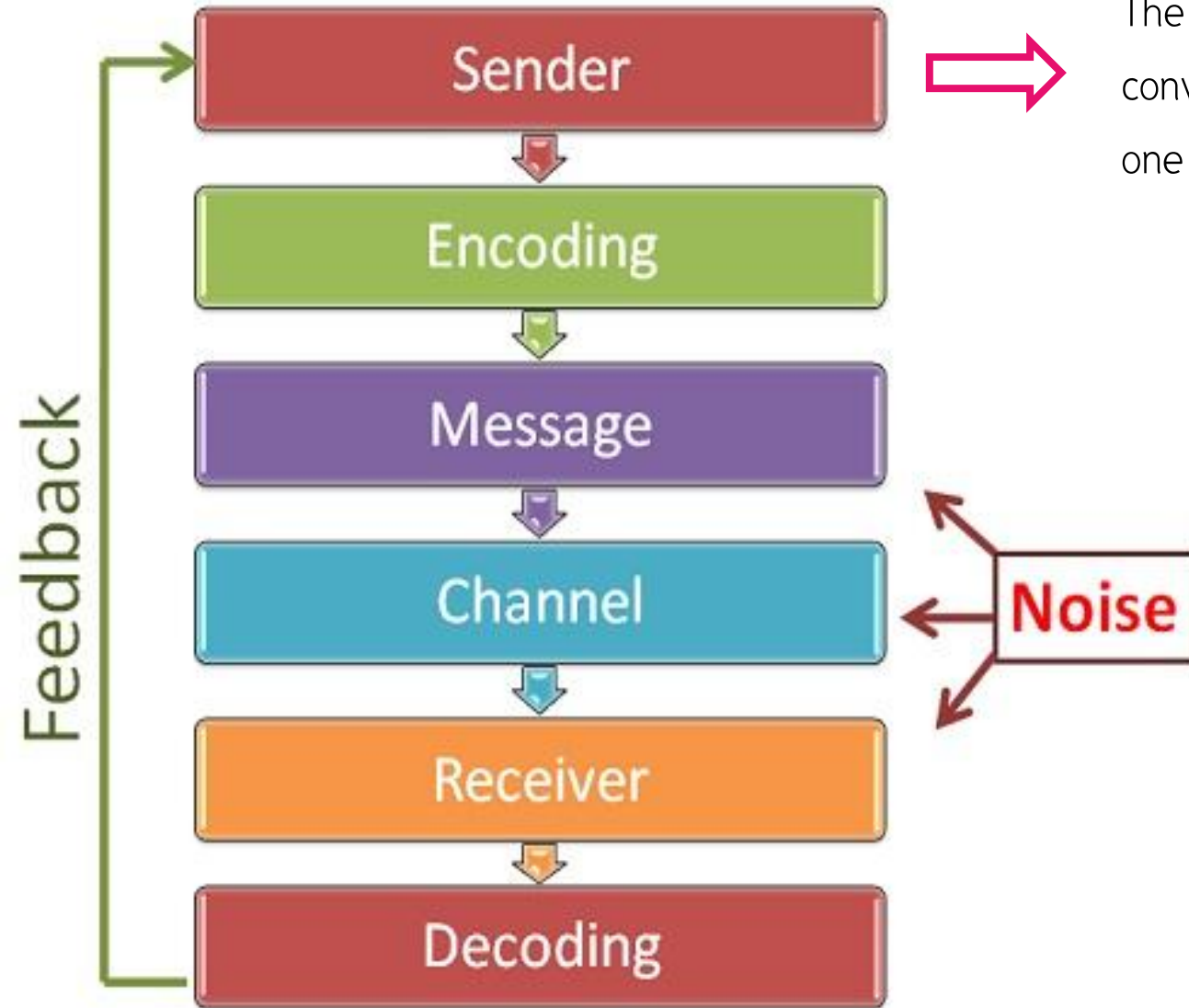


# Let's see in details: The communication process



# 1. Sender

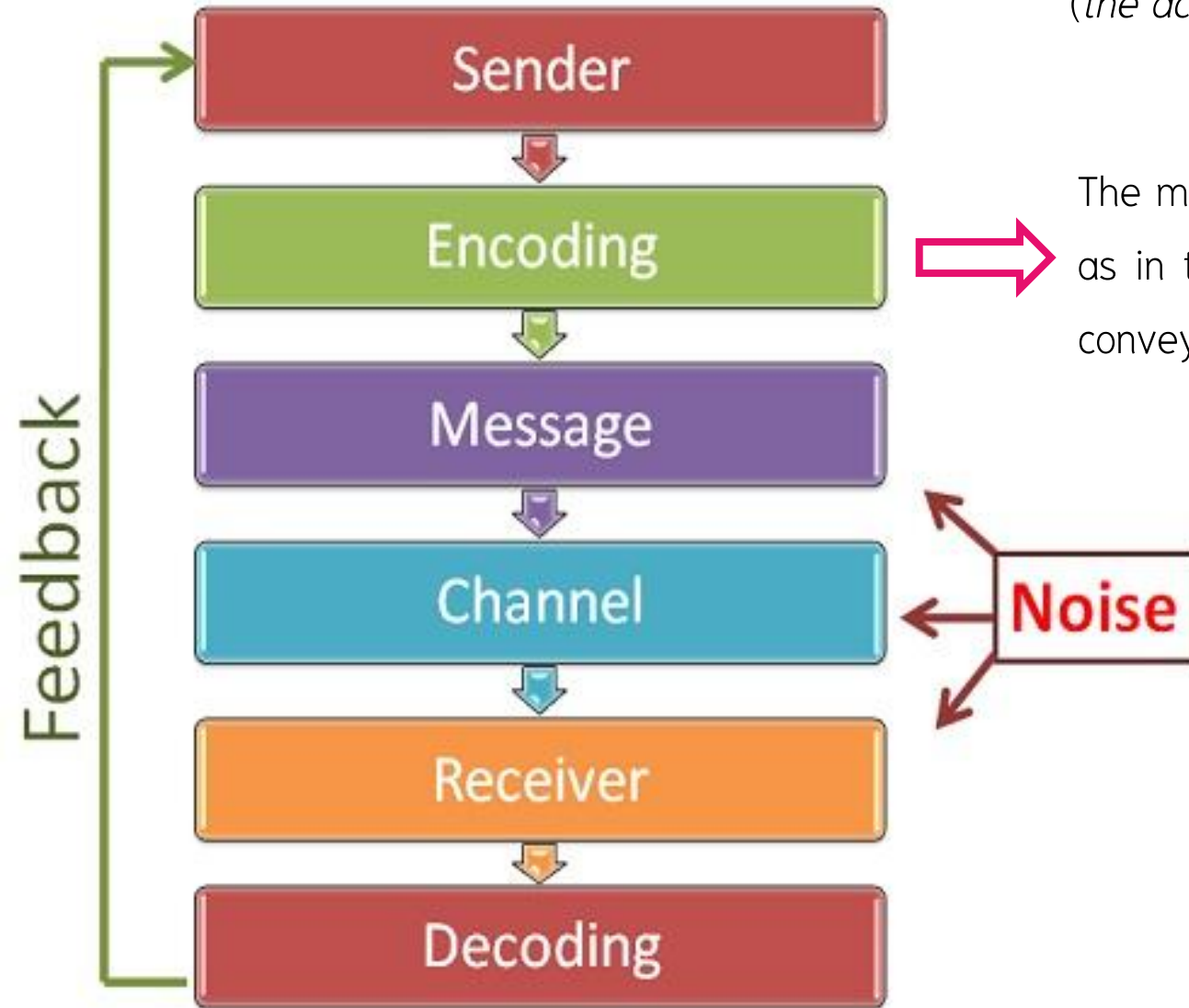
The sender or the communicator generates the message and conveys (*carry, bring*) it to the receiver. He is the source and the one who starts the communication



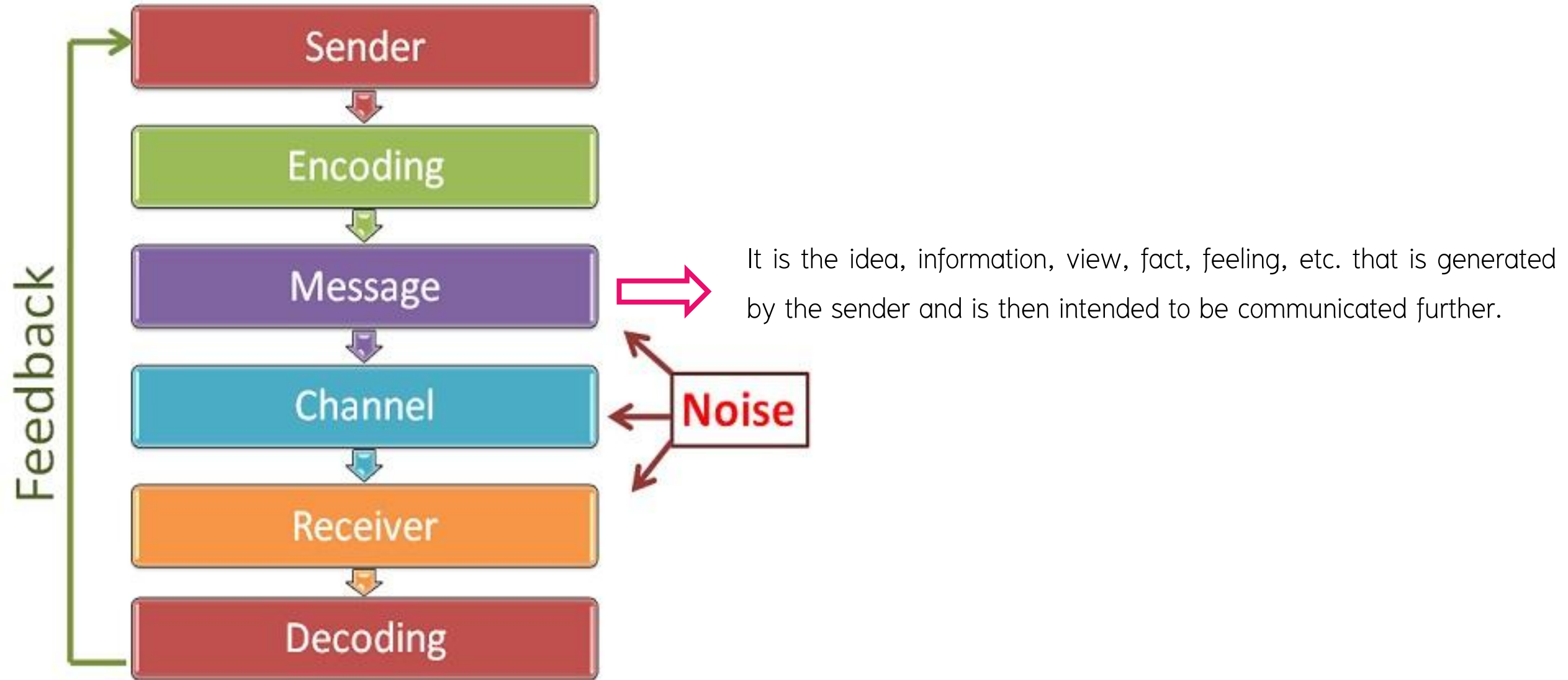
## 2. Encoding

*(the activity of converting data or information into code)*

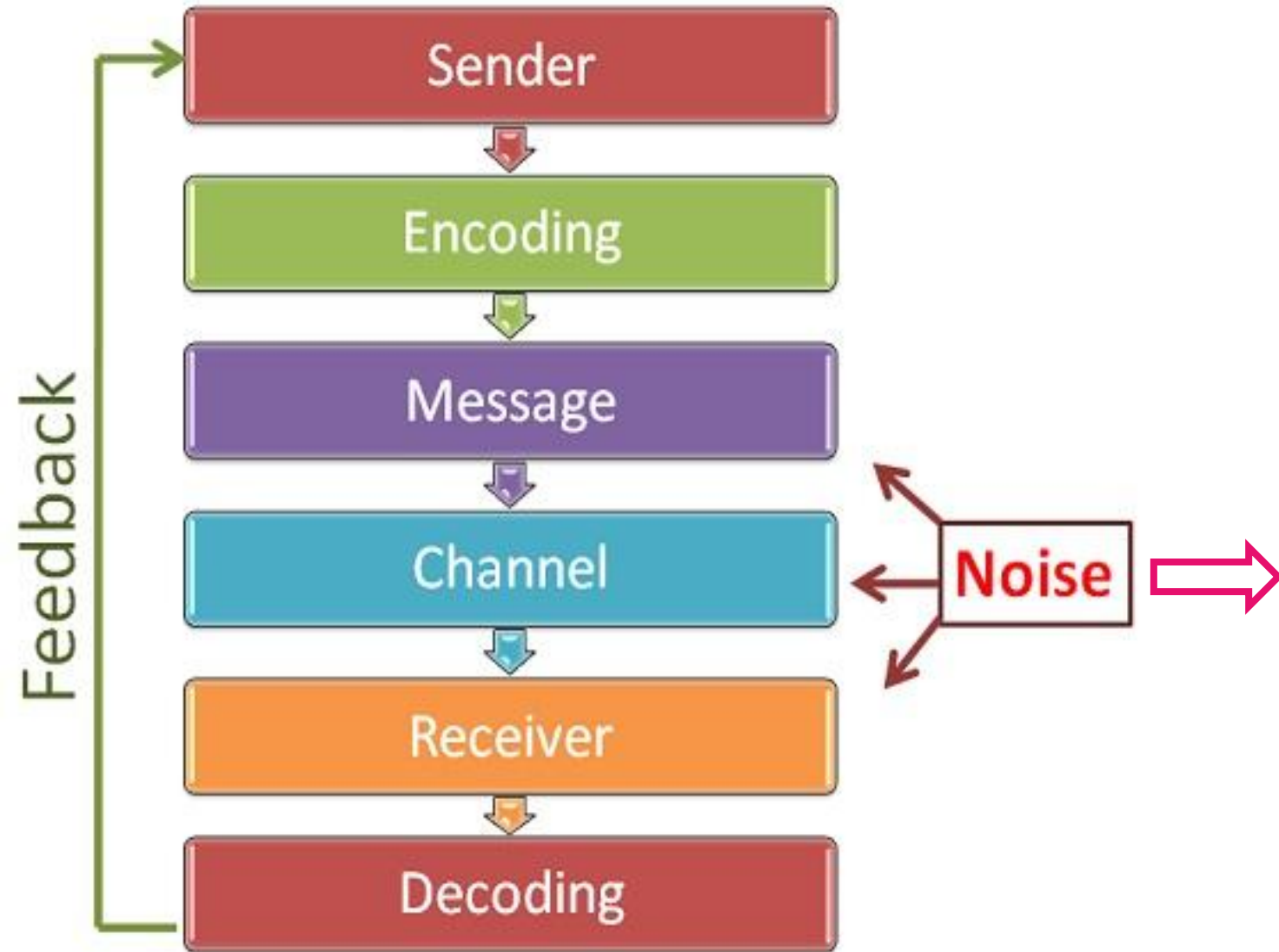
The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed. (*carry, bring*)



### 3. Message



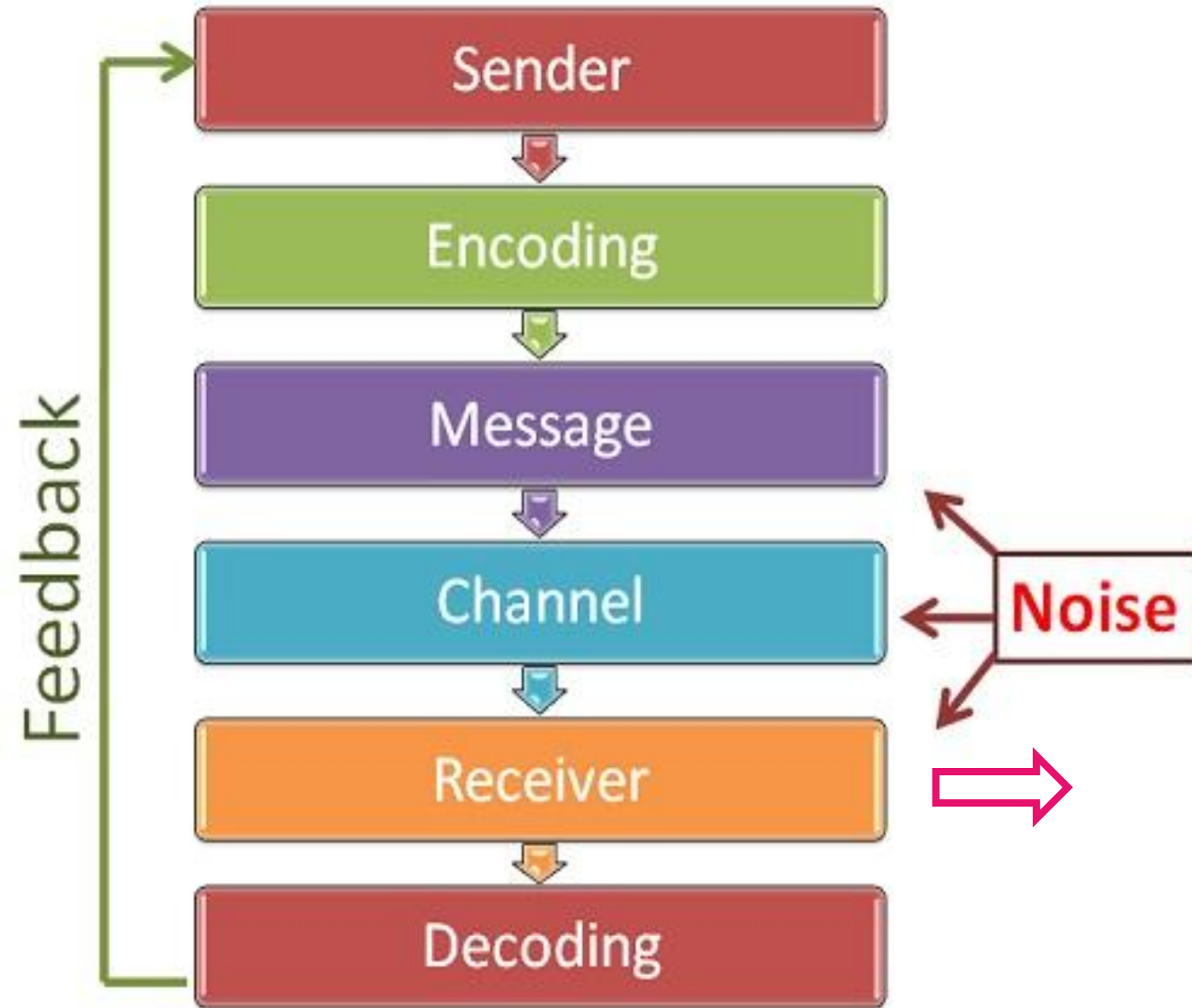
## 4. Media



It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

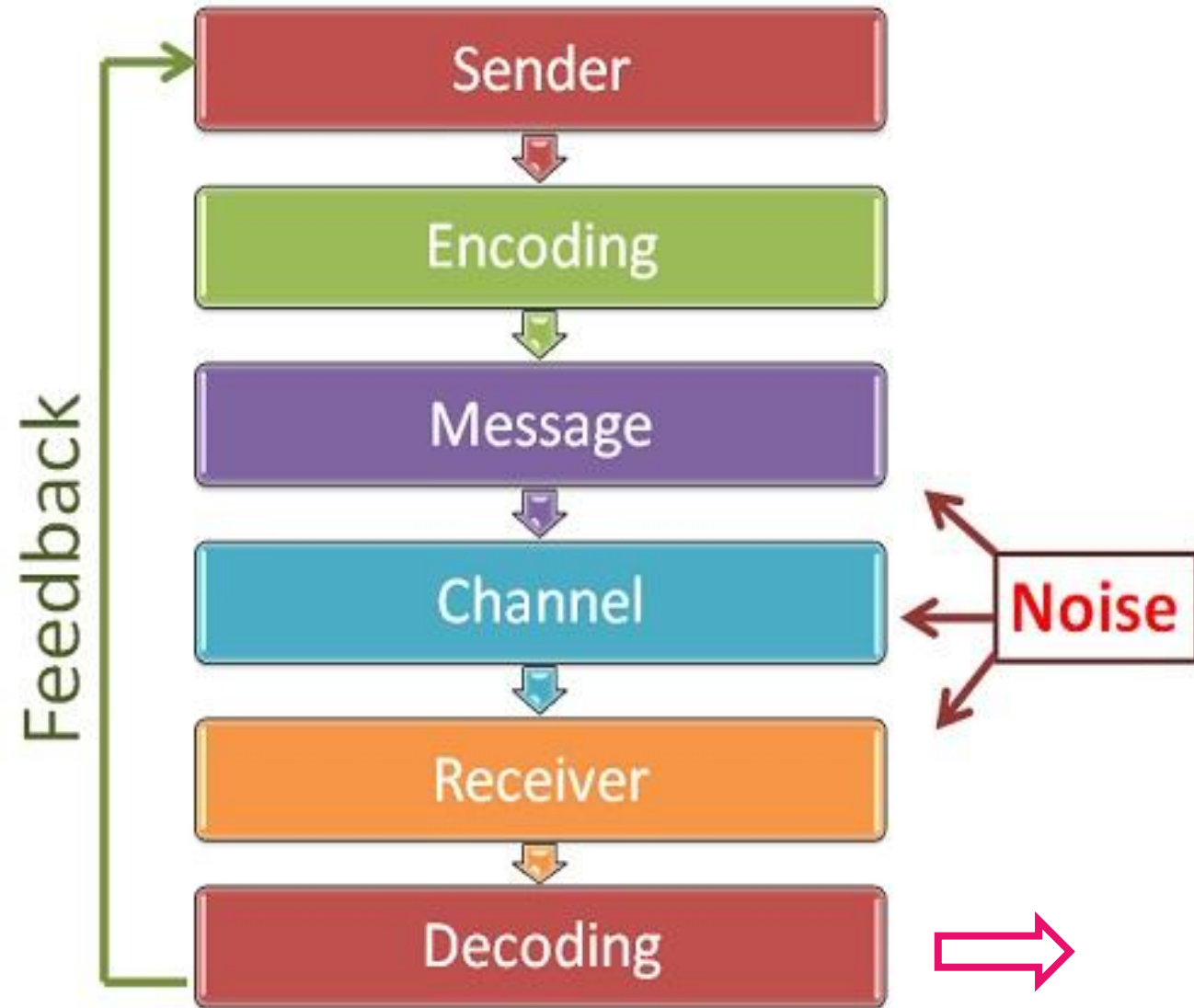


## 5. Receiver



He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective (*viewpoint, attitude*) and acts according to the message, only then the purpose of communication is successful.

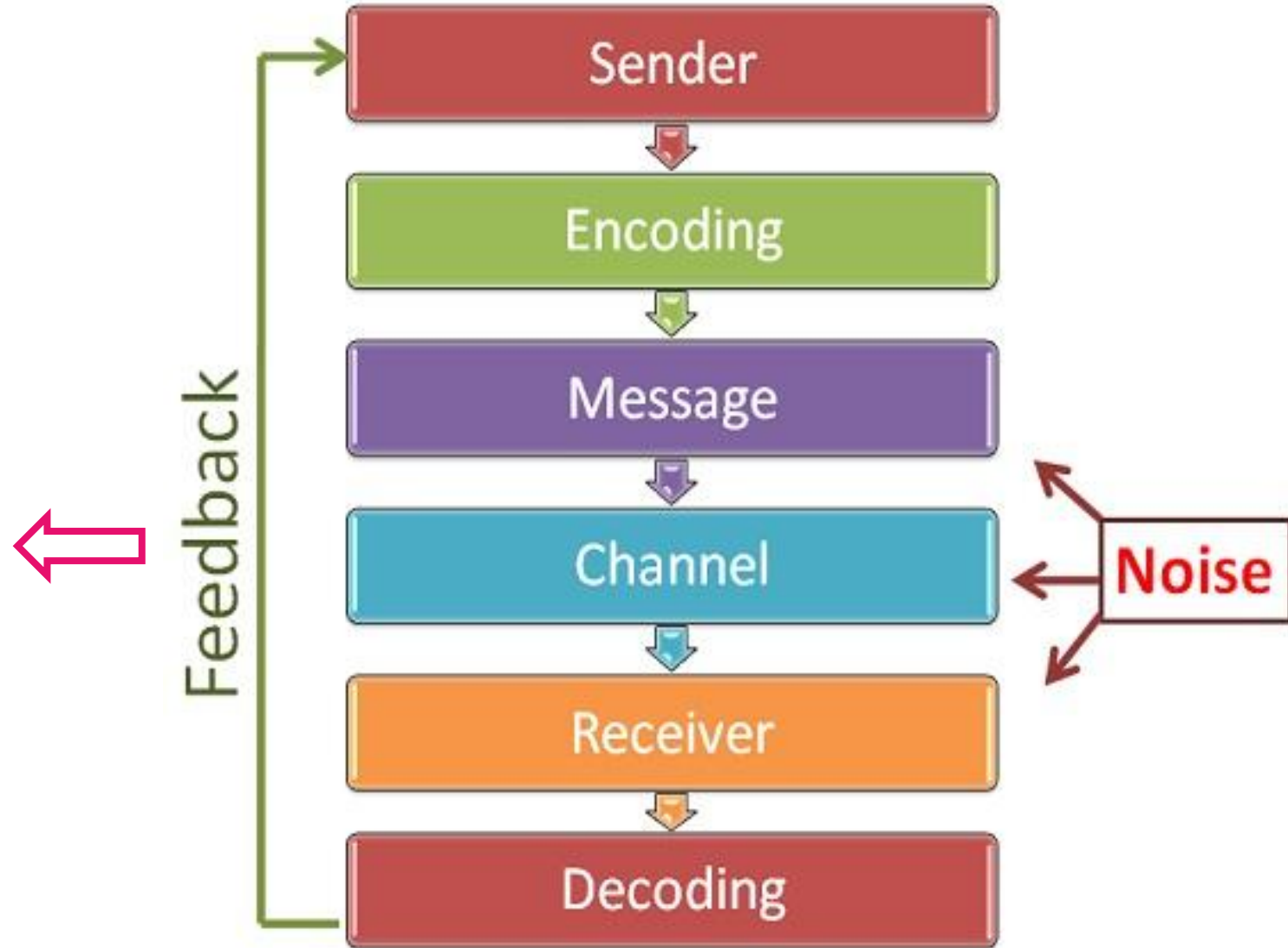
## 6. Decoding *(interpret, explain)*



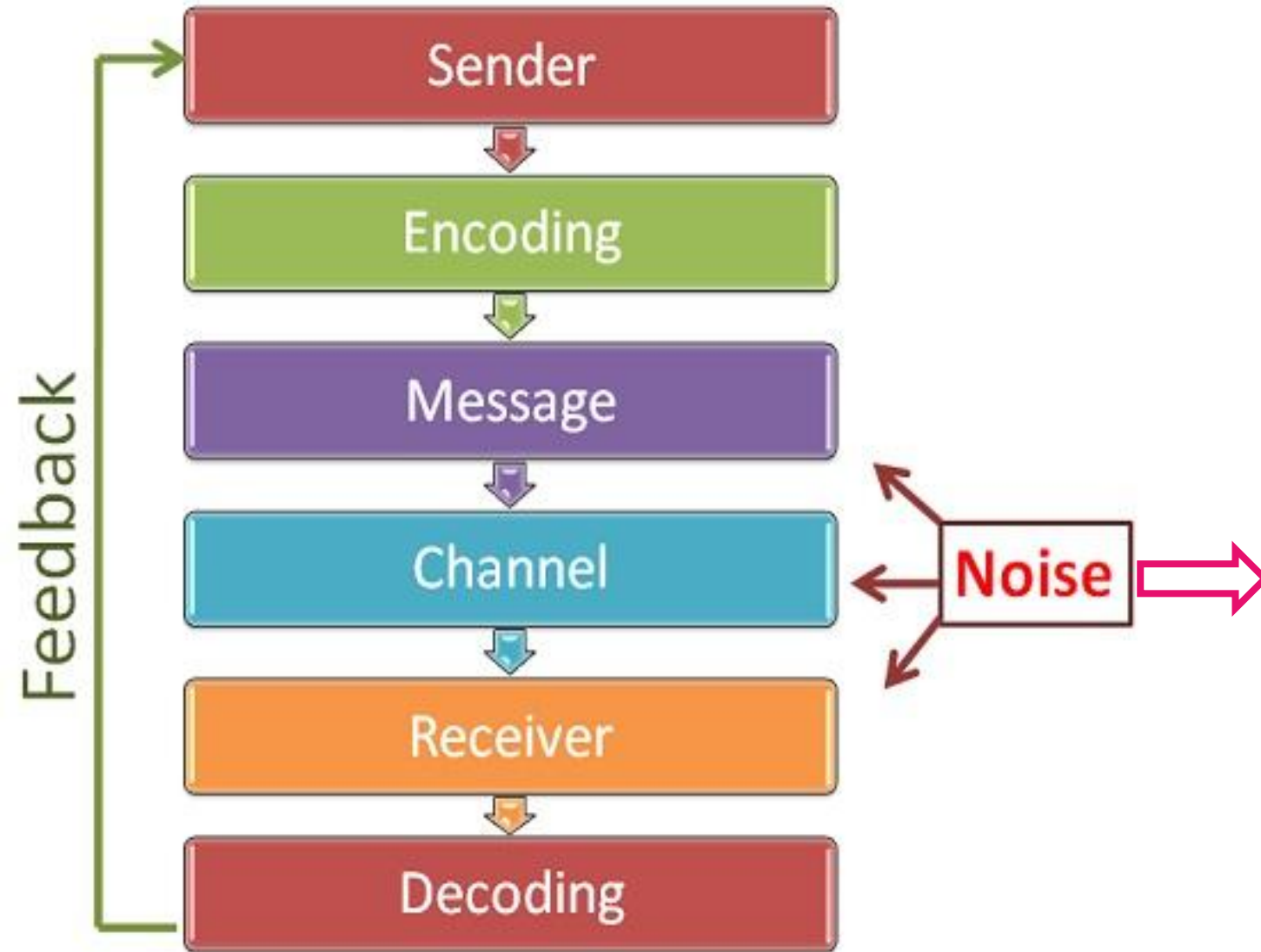
It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

## 7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

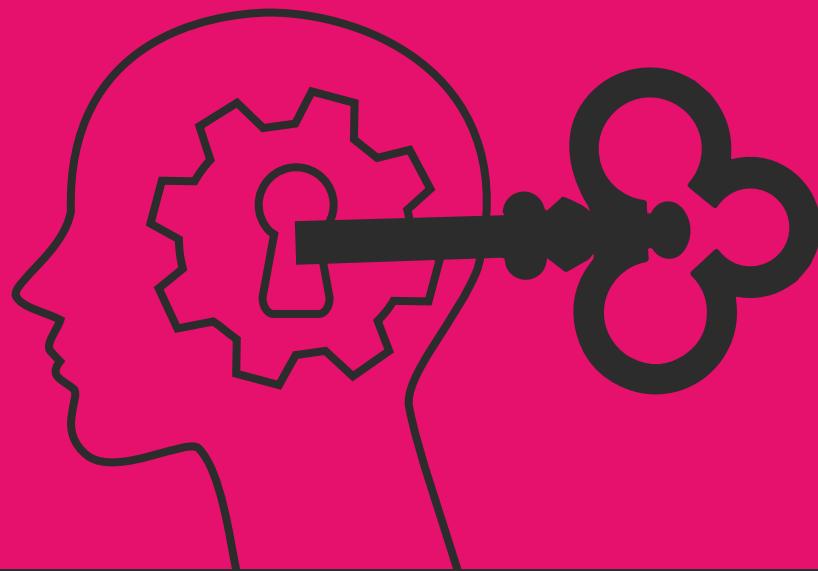


## 8. Noise



It refers to any obstruction that is caused by the sender, message or receiver during the process of communication.

For example, bad telephone connection, faulty encoding, faulty decoding, inattentive (*distracted*) receiver, poor understanding of message due to prejudice (*preconception*) or inappropriate gestures, etc.



Section Break

10 Minutes

# Communication Barrier



Physical Barriers



Semantic Barriers



Psychological Barriers



Cultural Barriers



# Communication barriers

The factors which hinder the communication process are called **barriers**, they can be divided into the following categories:

## 1. Physical Barriers

A third party may intrude or interrupt the communication process. A noisy or distracting environment may also hamper (*carrying, handle*) effective communication.

*How to avoid:* ask yourself whether the channel used to transmit the message is suitable.

 **U.S. AIRWAYS**  
A STAR ALLIANCE MEMBER 

BeNotified

**Your flight has changed**

Please take a look at your updated flight information and be sure to accept changes. If you need assistance or want to make changes please call 888-204-6170.

Book travel  
Dividend Miles  
Your trip

Accept changes



# Communication barriers

## 2. Semantic Barriers

Semantics is the science of the meaning of the words. If words are not used properly in the correct context, they may be misunderstood.



Whether you are communicating with customers verbally or in writing, *keep it simple and straight to the point.*



Words must be short, and syntax or the grammatical structure of sentences must be simple.

When responding to customers, you also may need to *avoid using loaded or negative statements* that may be perceived (*recognize, identify*) as being impolite and disagreeable.



AVOID	USE
What's the problem?	How may I help you today?
You have to...	May I suggest...? Will you try...? Have you considered...?
I think that's right	Let me check that for you. Let's look at the website together



# Communication barriers

## 3. Psychological Barriers

People exchanging information often come from different cultural backgrounds. The dissimilarities (*variance, variation*) in their upbringing and experience can color the way in which they interpret the same message.

Common reasons for problems with communication are *the attitudes, beliefs, and value* held by people.

If we do not really listen to what being said, comprehension (*understanding*) of what is really meant is impossible.



# Communication barriers

## 4. Cultural Barriers

*Cultural differences* can create barriers to communication.

The behavior and language that are acceptable in one culture may be thought unsuitable by someone from another.



You need to be prepared to deal with customers from all over the world and to be aware of cultural differences that affect communication and what is considered appropriate.

# Removing Barrier to Communication

Here are some examples that illustrate those barriers and their **solutions**:

## ○ Sender Withholds Information

**Situation:** When do you feel the lack of information from the customer.



**Solution:** Questioning is a way to ensure you have and understand all the necessary details.

**Example:** You may be unsure the specific requirements of certain medical conditions. To eliminate (remove, get rid of) the possibility of mistakes, ask question like:

“ Does your illness necessitate special meals, Mrs Fong?”

**Request Special Services**

Select a passenger and the service required, and complete additional information. Click [here](#) for a video on travelling tips.

Select passenger: RUSSELLK HORAN

Select special service: Special Meal

Select Special Meal: Select One

Select flights: which the service is required on. ADD >

All meals need to be requested at least 7 days before departure. Hindu and Japanese meals need to be requested at least 14 days before departure.

< CLOSE

- Select One
- Vegetarian
- Asian Vegetarian
- Dairy Vegetarian
- Non dairy Vegetarian
- Cultural
- Hindu meal
- Kosher meal
- Muslim meal
- Child
- Baby meal
- Child meal
- Toddler meal
- Other Dietary
- Bland meal
- Low Cal, Chol, Fat meal
- Diabetic meal
- Gluten Free meal
- Low Sodium/No Salt Added meal



# Removing Barrier to Communication

## ○ Integrity

**Situation:** When you do not trust the customer's intentions (*aim, purpose*) or think that he may be mistaken.

**Solution:** Ask the customer to write or allow you to write down, what he said. This can be used as confirmation of what the customer asked you to do.



**Example:** The customer comes to collect his ticket, but he claims the fare is \$50 more than he remembers. In this case, confirmation, whether or on the computer screen, is essential.

# Removing Barrier to Communication



## ○ Defence Mechanisms

**Situation:** If the receiver finds the message unpleasant, unwelcome, or uncomfortable, defense (*protection, denial*) mechanism common reaction.

Such defence mechanisms include avoidance and denial.

**Solution:** Feedback is a positive alternative to a defence mechanism.

If the customer is resignedly shaking his head, showing the lack of comprehension (*understanding*), ask questions.

**Example:** “You say you would like two seats. Are both to be occupied (*inhabited, settled*) by you, or do you have a companion (*partner, escort*), madam?”



# Removing Barrier to Communication

## ○ Size of the Organization, Its Complexity and Hierarchy

**Situation:** Information can be altered or lost when there are many levels between its origin and its ultimate (*final, last*) destination.



**Solution:** The best solution is to reduce the number of levels through which the message has to travel.

✧ At least, write the message down and circulate it as a memorandum to all members of staff.

**Example:** “Have you heard the latest? The boss said that one of us seen behaving rudely towards a customer will be fired”



# Removing Barrier to Communication

## ○ “You” Messages that Put the Receiver on the Defensive

**Situation:** Patterns of communication that focus on the person, instead of underlying the problem, tend to provoke non-productive behavior.



- ✧ “You” messages lay the responsibility or blame with the other person.
- ✧ Whether or not the customer is responsible for the situation, self-defence will generally be the reaction.

**Solution:** Use “I” messages to focus on what you can do for the customer. The “I” invite the receiver’s co-operation without provoking defensiveness.

○ You” Messages that Out the Receiver on the Defensive

**Example:**

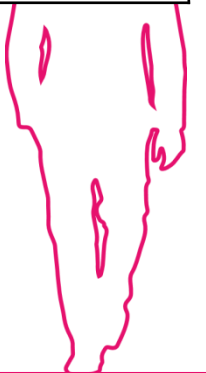
“You should have checked in an hour ago, Mrs. Lee. You’ll have to sit in an aisle seat.”



“I feel very concerned because the rules state that I cannot allow passengers to board the aircraft without these documents. So, let’s see what we can do to find a solution.”

# Removing Barrier to Communication

Judgmental “You” Messages	Communication Helpers
You are not being realistic.	Let’s see what we can do...
I know how you feel.	I can understand how you would feel that way.
You are sure mad.	I can understand how that would be annoying.
I do not know why you are so upset.	I can understand how frustrating ( <i>spoil, check</i> ) this must be.





# Two-Way Communication

## ✧ Advantages

- The level of accuracy increases.
- The other person has an opportunity to respond.
- Several senses can be used (i.e. body language and gesture).



## ✧ Disadvantage

- The time consumed is longer than one-way communication.

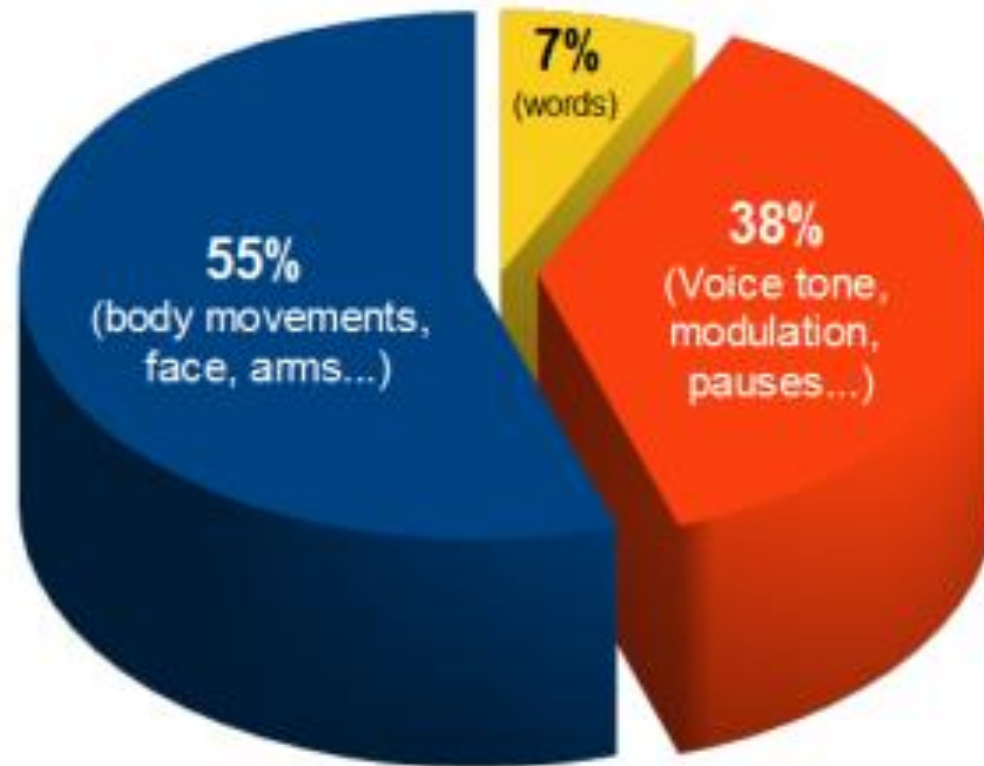
# Face-to-Face Communication

**Face-to-Face Communication** is a concept in sociology, linguistics, media and **communication** studies describing social **interaction** carried out without any mediating technology.



**Face-to-face communication** can also be much more effective for those who may struggle with written communication. Everyone has their own unique set of skills, and some people are much more fluid and clear with **verbal communication**.

# Face-to-face communication components



# Getting and receiving feedback

- ✧ Feedback is used by sender to ensure that the receiver has understood the message as the sender intended. *(considered, studies)*
- ✧ Equally, it is used by receiver to clarify issues to confirm comprehension. *(understanding, conception)*

Sender Guidelines	Receiver Guidelines
<ul style="list-style-type: none"><li>• Ask for feedback</li></ul>	<ul style="list-style-type: none"><li>• Ask questions to ensure comprehension</li></ul>
<ul style="list-style-type: none"><li>• Ask questions to obtain feedback (open-ended questions)</li></ul>	
<ul style="list-style-type: none"><li>• Volunteer feedback/ summarize</li></ul>	<ul style="list-style-type: none"><li>• Volunteer feedback/ summarize</li></ul>

# The Communication Loop





# The Effective Communication

**Communication** is the most important skill that all leaders need to master.



**Communication** impacts morale (*self-confidence*), teamwork, productivity and profitability, and when handled badly it creates what we call the motivational downward (*falling, descending*) spiral.







Thank You