

What is customer care?

Customer care means supplying services to customers before, during and after a purchase; in other words it is how customers feel they are treated.

Providing a good customer service is an essential part of a business activity because people like dealing with organisations able to show that they care a lot about their customers.

The final objective of a good customer care system is to improve the level of customer satisfaction, that is the feeling that the purchased product has met the customer's needs.

Customer care is essential in any aspect of a tourist product: accommodation, transport, tour operator and travel agency. People contact travel agencies to get what they dream of for their holiday, and if they get good quality customer care they will probably return for their future travel arrangements.

Here are some elements of good customer care in a travel agency:

1. Deal with customers patiently keeping a positive attitude and being friendly;
2. Make them feel important for the company;
3. Establish a rapport with the customers;
4. Understand the customers' needs;
5. Suggest to customers products according to their needs;
6. Keep after-sales contacts or get feedback.



1 Listen to a tour operator talking about customers and customer service. Then, answer the questions.

1. What happens if customers are not happy with the services they have received?
2. What happens if customers are satisfied with the services they have received?
3. What does the success of a tour operator depend on?
4. How is customer care defined by the speaker?



2 Read this passage and complete it with one of these words.

aim ■ consumers ■ digital ■ Internet ■ package travel ■ dealt with ■ revised ■ update

European Union and customer care

The EU **1** customer care in the tourist sector in the *Directive on package travel* (1990), a European law whose **2** was regulating problems in the area of **3**, and granting protection to **4** booking pre-arranged package holidays. It is still in force but it was **5** in 2013 when the Commission proposed a reform to **6** the directive so as to bring the "EU package travel rules" into the **7** age. On that occasion rights for consumers buying individual travel services on the **8** were introduced.

