

Listening to the customer to better understand their needs. Understanding the available services and products and making recommendations. Understanding the customer's rights and working to protect them.

## Why is it important to be customer-oriented?

Embracing a customer-oriented approach is the key to unlocking business success and driving growth. By prioritizing the needs and satisfaction of customers, businesses can foster loyalty, generate positive word-of-mouth, and ultimately, increase profitability.

## What is a customer-oriented strategy?

Customer orientation is a business approach that puts the needs of the customer over the needs of the business. Customer-oriented companies understand that the business won't thrive unless it consistently improves customer focus.

## What is the principle of consumer orientation?

Consumer orientation principle emphasizes providing consumers with accurate and adequate information about products or services. This helps consumers make informed decisions, aligning with ethical business practices.

## How to handle a difficult customer?

To effectively handle a difficult customer, stay calm, actively listen, empathize, and focus on finding a solution. Avoid taking their

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behavior personally and maintain a professional demeanor throughout the interaction.

## Here's a more detailed approach:

### 1. Stay Calm and Composed:

- Take a deep breath and remind yourself that the customer's frustration isn't a personal attack.
- Maintain a calm tone and body language.

### 2. Active Listening:

- Give the customer your full attention.
- Let them explain their concerns without interruption.
- Use verbal cues like "I see" or "I understand" to show engagement.

### 3. Empathize and Validate:

- Acknowledge their feelings and apologize for the inconvenience they've experienced.
- Use phrases like "I understand why you're frustrated" or "I apologize for the trouble this has caused".

### 4. Focus on Solutions:

- Ask open-ended questions to understand the root cause of the problem.

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- Offer solutions or alternatives that address their concerns.
- If you can't resolve the issue immediately, explain the steps you'll take to find a resolution.

## 5. Maintain Professionalism:

- Keep your language professional and respectful.
- Avoid arguing or getting defensive.
- If the customer becomes abusive, set boundaries and consider involving a supervisor.

## 6. Follow Up:

- After resolving the issue, follow up to ensure the customer is satisfied.
- This demonstrates your commitment to their satisfaction and can help rebuild trust.

## ESCALATION PROCEDURE Customers / Unexpected Challenges

Effective customer escalation procedures are crucial for maintaining customer satisfaction and resolving issues promptly. These procedures should outline a clear path for handling customer complaints and concerns, ensuring they are addressed by the appropriate personnel in a timely manner.

## Key elements for a moving company's customer escalation process:

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## 1. Define Escalation Triggers and Levels:

- **Identify triggers:**

Determine what situations necessitate escalation.

Examples include damaged items, missed deadlines, disputes over charges, or rude behavior from staff.

- **Establish levels:**

Create tiers of escalation (e.g., front-line support, supervisor, manager, executive) with clear responsibilities for each level.

## 2. Establish Clear Communication Channels:

- **Internal communication:**

Ensure all staff are aware of the escalation process and how to initiate it.

- **External communication:**

Keep customers informed about the status of their issue and the steps being taken to resolve it.

## 3. Document the Process:

- **Create a documented procedure:**

Outline the steps involved in each escalation level, including who is responsible, what actions to take, and expected timelines.

- **Train employees:**

Provide thorough training on the escalation process, ensuring all staff understand their roles and responsibilities.

- **Utilize a knowledge base:**

Keep an updated knowledge base with common issues and their solutions to empower front-line staff to resolve some issues independently.

#### 4. Key Steps in the Escalation Process:

- **Acknowledge the issue:** Promptly acknowledge the customer's concern and express empathy.
- **Gather information:** Collect all relevant details about the issue, including dates, times, names, and any supporting documentation.
- **Assess the situation:** Determine the severity and potential impact of the issue.
- **Escalate appropriately:** Transfer the issue to the next level of support based on the defined escalation levels and triggers.
- **Resolve the issue:** Work towards a resolution that addresses the customer's concerns and minimizes further disruption.
- **Follow up:** Once resolved, follow up with the customer to ensure their satisfaction and gather feedback.

#### 5. Utilize Technology:

- **Help desk software:**

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Implement help desk software with features for managing support tickets and escalations.

- **Automated escalations:**

Consider automating escalations for certain types of issues (e.g., SLA breaches) to ensure timely resolution.

## 6. Continuous Improvement:

- **Review escalated tickets:**

Regularly review escalated tickets to identify trends, common issues, and areas for improvement in the overall process.

- **Gather feedback:**

Solicit feedback from customers and employees on the effectiveness of the escalation process.

- **Adapt and refine:**

Continuously refine the escalation process based on feedback and performance data.

By implementing a well-defined and consistently followed escalation procedure, moving companies can effectively manage customer issues, minimize negative impacts, and enhance overall customer satisfaction.

## What is good cultural awareness?

**One of the important ways to develop culture awareness is to educate yourself about other cultures.** Learning directly from people of different cultures is a fantastic way to get authentic information. But it's important to engage in conversations with others about their cultures in respectful, appropriate manners.

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Cultural awareness in the moving industry is crucial for successful international relocations and ensuring customer satisfaction. It involves understanding and respecting diverse cultural norms, customs, and communication styles to avoid misunderstandings and build trust with clients from various backgrounds. This awareness can lead to smoother transitions, increased productivity, and reduced conflicts during the moving process.

Here's why cultural awareness is vital in the moving industry:

## 1. Enhanced Customer Experience:

- **Respecting Preferences:**

Different cultures have varying expectations regarding communication styles, formality, and even the handling of belongings. Understanding these nuances ensures clients feel comfortable and respected, leading to a positive moving experience.

- **Building Trust:**

Demonstrating cultural sensitivity fosters trust and rapport with clients, making them more likely to recommend the moving company and use their services again.

- **Avoiding Misunderstandings:**

Cultural awareness helps prevent miscommunications that can arise from differing expectations, leading to smoother interactions and reduced stress for both the client and the moving team.

## 2. Successful Relocations:

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- **Smooth Transitions:**

Cultural awareness training equips individuals with the knowledge and skills needed to navigate the challenges of moving to a new country, including language barriers, social customs, and business etiquette.

- **Reduced Culture Shock:**

Preparing for cultural differences can help individuals adapt more easily to their new environment, minimizing the negative impacts of culture shock and facilitating a more positive relocation experience.

- **Increased Productivity:**

Employees who feel comfortable and supported in their new environment are more likely to be productive and engaged in their work.

### 3. Business Benefits:

- **Competitive Advantage:**

Companies that prioritize cultural understanding differentiate themselves in the market, attracting clients who value cultural sensitivity.

- **Stronger Client Relationships:**

Building trust and rapport with clients from diverse backgrounds leads to stronger, more enduring relationships.

- **Reduced Conflicts and Claims:**

Understanding cultural nuances can prevent mishandling of belongings or other issues that may lead to conflicts or claims.

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- **Positive Brand Reputation:**

A culturally respectful brand attracts more global clients and enhances its reputation in the international market.

## Examples of Cultural Awareness in Action:

- **Multilingual Services:**

Offering services in multiple languages, including Arabic, English, Hindi, and Urdu, can cater to a wider range of clients.

- **Specialized Packing:**

Providing specialized packing techniques for items of cultural significance, such as religious artifacts or heirlooms, demonstrates respect for cultural values.

- **Scheduling Adjustments:**

Being mindful of cultural holidays and adjusting schedules accordingly, like respecting Ramadan in Muslim-majority countries, shows cultural sensitivity.

- **Personalized Experiences:**

Tailoring services to meet individual client needs, such as providing assistance with finding culturally relevant resources or services, enhances the overall experience.

## Corporate Culture Awareness:

Understanding the corporate culture, business etiquette, and organizational hierarchy of the destination country is crucial for professionals relocating for work.

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## • Communication Styles:

Being aware of different communication styles, such as direct versus indirect communication, is essential for effective interaction in both social and professional settings.

By embracing cultural awareness, the moving industry can create a more welcoming and supportive environment for clients and employees alike, leading to smoother relocations, increased customer satisfaction, and a stronger global presence.

Building trust with clients in United Arab Emirates diverse environment requires **open communication** and a commitment to understanding their unique needs.

**International movers achieve this by employing several effective strategies:**

- Multilingual staff to facilitate clear interactions with diverse clients.
- Personalized services that respect cultural needs, such as religious practices during the moving process.
- Transparent pricing and detailed estimates to guarantee clients feel confident in the mover's integrity.
- Open communication throughout the moving journey, keeping clients informed and involved.
- Community outreach initiatives that support local charities, demonstrating commitment to the community.

## **Incorporating Client Feedback**

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Incorporating **client feedback** is essential for understanding cultural awareness. By adapting services based on this feedback, international movers can better meet the diverse needs of their clients. This continuous improvement process not only enhances **service delivery** but also builds stronger relationships during the moving experience.

### Handling Cultural Misunderstandings

During the relocation process in U.A.E, it is crucial to be aware of potential **cultural misunderstandings** that can arise. International movers are trained to recognize and navigate these cultural differences. They use **effective communication strategies** and provide **multilingual support** to reduce misinterpretations.

### Key elements in handling cultural misunderstandings include:

- Emphasizing cultural awareness in staff training
- Utilizing culturally sensitive communication techniques
- Offering multilingual support for clear dialogue
- Implementing feedback mechanisms to address concerns
- Focusing on customer satisfaction throughout the process

### Ensuring a Smooth Transition

Steering through a **new environment** can be challenging, especially when moving to a **culturally rich city** like U.A.E To guarantee a smooth changeover, international movers focus on understanding **local customs** and community norms. They

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often provide **dedicated move coordinators** who are well-versed in cultural differences.

Here are some key services :

- Pre-move consultations to discuss your specific needs
- Cultural orientation sessions to explain local customs and etiquette
- Language assistance for effective communication
- Specialized programs for cultural integration
- Collaboration with local partners to address cultural considerations

These services help expatriates navigate their new surroundings, making the changeover to feel less intimidating and more manageable.

## Conclusion

In United Arab Emirates, **international movers** play an essential role in managing **cultural differences**. By understanding and respecting diverse backgrounds, they enhance the moving experience for everyone. Notably, over 80% of U.A.E's population consists of expatriates from various countries. This statistic highlights the importance of **cultural sensitivity** in relocation services.

By offering training, **multilingual support**, and celebrating cultural events, movers guarantee a smooth change for clients, making the process more efficient and pleasant for all involved.

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Cultural adaptation is an integral part of moving to the UAE for immigrants. By proactively learning about Emirati values, connecting with local communities, and embracing traditions in a respectful manner, expats can integrate smoothly into the nation's tapestry. Leveraging resources like cultural orientation programs, language lessons, expat networks, and guidebooks will ease the transition. With an open-minded approach, immigrants will find that **moving to the UAE** offers an enriching cross-cultural living experience, well worth the initial adjustments it entails.

### **Embrace the opportunity**

Moving to a new location, is a thrilling adventure filled with opportunities for personal and professional growth. Cultivating cultural awareness plays a crucial role in successfully navigating these transitions. By embracing diversity and respecting local traditions you can build bridges across cultures and create meaningful connections in your new environment. Moreover, the support provided by your employer can make a significant difference in your transition experience.

Remember, cultural awareness is an ongoing process. As you settle into your new location or job, continue to learn and adapt to the cultural norms and practices. Engage with the local community, participate in cultural events, and be open to new experiences. Embrace the opportunity to broaden your horizons and foster a deeper understanding of the world around you.

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