



CUSTOMER CARE IN THE JUDICIAL SERVICE

It is Our Customers' right to access Justice

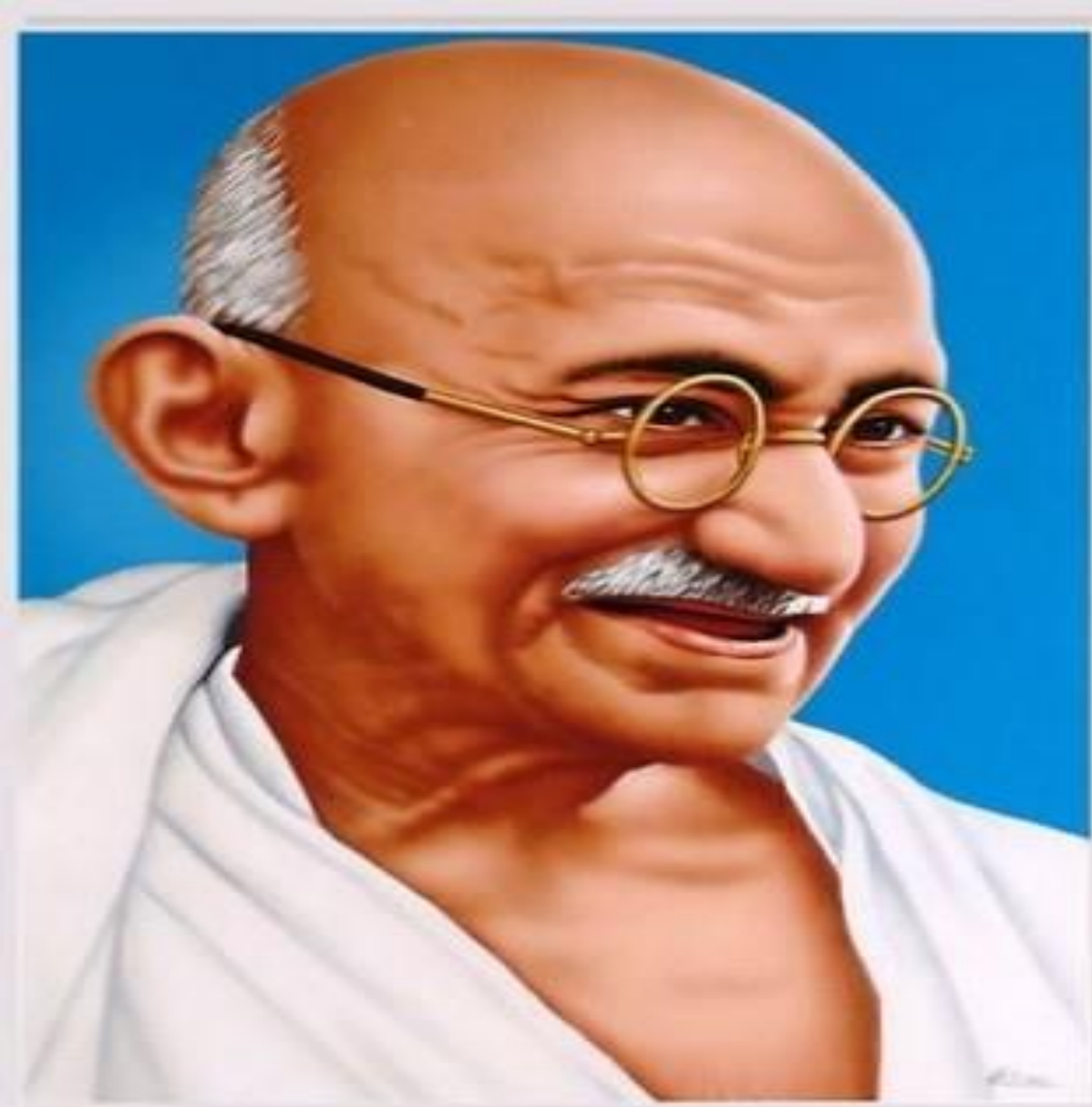
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INDUCTION TRAINING FOR NEWLY APPOINTED
JUDICIAL OFFICERS, 21/3/24, COLLINE HOTEL



Basis Concepts

1. Who is a Customer?
2. What is Customer care?
3. What is Customer Service?
4. Who are the Judicial Service customers?
5. What is our Judicial Business?
6. How to Care and Serve Best?



“A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.”

- Mahatma Gandhi

In a speech in South Africa in 1890

WERNER HÜTTENRAUCH CUSTOMER THEORY

(available at [linkedin.com/in/werner-hüttenrauch-1622b5125](https://www.linkedin.com/in/werner-hüttenrauch-1622b5125)). *Hüttenrauch* interpreted Mahatma Gandhi's philosophy on customers using a four-approach framework that can be contextualised across all categories of customer interactions (including judicial service).

1. Extend warm, welcoming hospitality to the customer with courtesy and attentiveness, rather than offering cool technical efficiency on a transactional basis, expecting the customer to be polite to us rather than the other way round
 - Emphasize perception, not reality, because it is a fact that a person's perceptions are reality to them.
 - So Intemperate (unreasonable) customer behaviour is not to be seen as a fault but should be viewed as a sign that something is wrong with us and our product/service offering. A customer perceives that his or her needs are not being met.
 - Realise the customer-boss syndrome. Getting customers to be more polite is not the right idea.

WERNER HÜTTENRAUCH CUSTOMER THEORY (cont..)

2. Realise that anger is an emotion that says a person's needs are not being met, and that satisfying those needs is the way to assuage anger.

- Courtesy and attentiveness, being a sounding board for their frustrations,

- listening without interruption until their frustration has been expressed may be all that is needed.

WERNER HÜTTENRAUCH CUSTOMER THEORY (cont..)

3. It is a serious mistake to think that customers are just nasty, awkward, unreasonably demanding etc. and that nothing can be done to change them.

- listening to the message behind their frustrations reveals the most valuable information as to where our offering is not resonating: where we are going wrong.

- It is not your problem, but a customer's problem that he or she is naturally cantankerous and rude by nature.

- Fighting the customer over their attitude is a hill we don't need to die on to win the campaign.

- The oldest adage: *you can never win an argument with a customer.* Rise above that, by exercising skill and knowledge to negate it rather than a response based on defence or hostility, an approach that, like a judo wrestler,

WERNER HÜTTENRAUCH CUSTOMER THEORY (cont..)

4. Need to train in service-ability: that is, to learn how to engage with the customer with the aims of the organisation in mind through purposefulness and understanding.

I find *HÜTTENRAUCH* theory highly applicable to the Judiciary customer.

Who are your customers?

“A person with whom one has dealings in line with your judicial call.”


They can be Internal or External.






In essence

Advocates, litigants,
community members and
other justice Actors (prisons,
ODPP, police, Local Govt
personnel alongside other
contributors to the justice
chain)



What is Customer Care?
It's that feeling that
stays a long time, and
as such is sustainable.
(Matt Ward)

Matt Ward , <https://breakthrough-champion.com/>

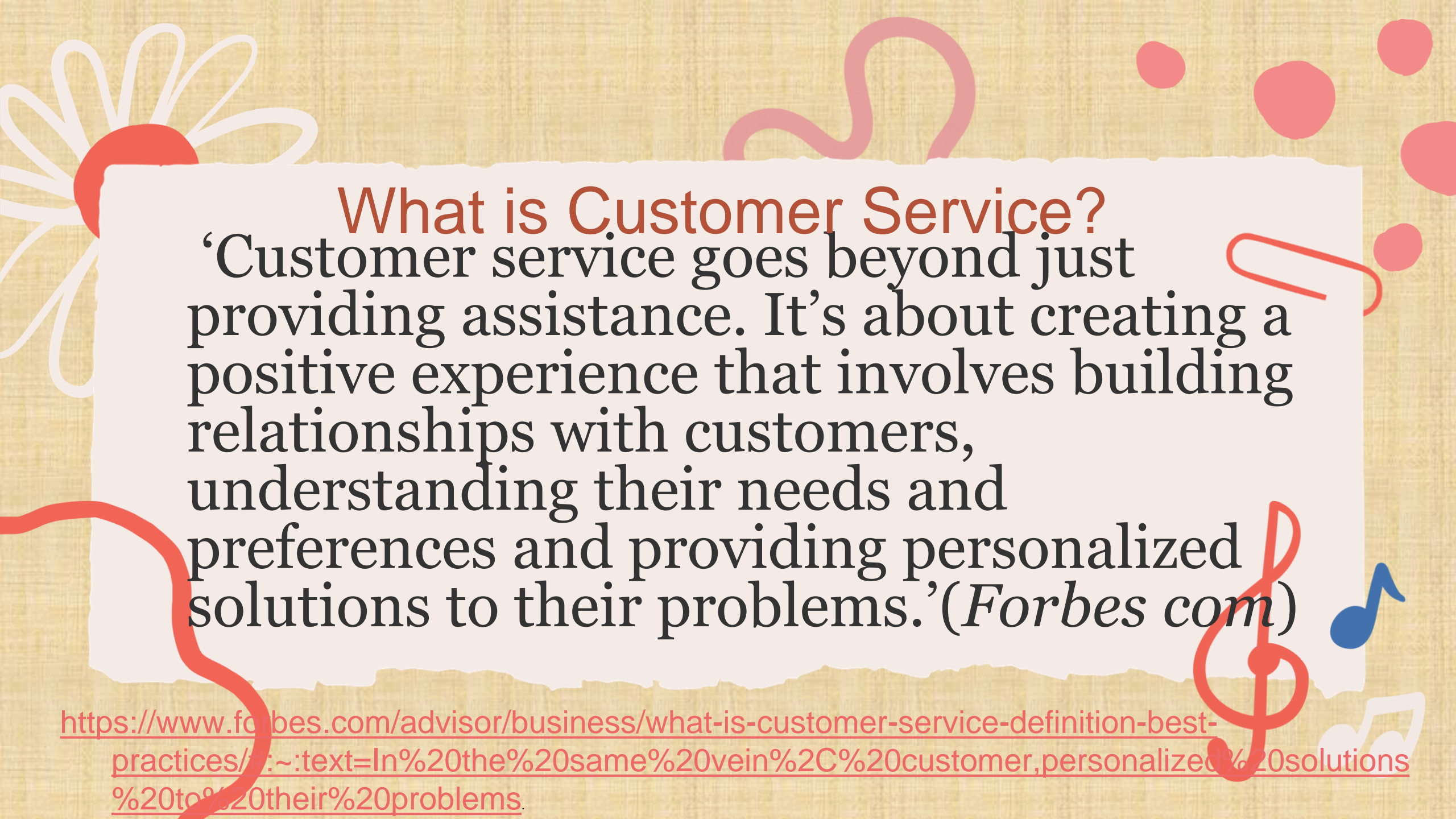


**Customers may forget
what you said but
they'll never forget
how you made them
feel.**

Unknown



Carl W. Buehner, American Politician (1898-1974). Carl W. Buehner Quotes. BrainyQuote.com, BrainyMedia Inc, 2024. https://www.brainyquote.com/quotes/carl_w_buehner_392897 , accessed March 19, 2024. See also *Maya Angelou: She replaced 'customer' with 'people'*



What is Customer Service?
‘Customer service goes beyond just providing assistance. It’s about creating a positive experience that involves building relationships with customers, understanding their needs and preferences and providing personalized solutions to their problems.’ (*Forbes.com*)

<https://www.forbes.com/advisor/business/what-is-customer-service-definition-best-practices/#:~:text=In%20the%20same%20vein%2C%20customer,personalized%20solutions%20to%20their%20problems.>

(Inculcating Customer Service into Judicial Service?)

126. Exercise of judicial power

(1) Judicial power is **derived from the people** and shall be exercised by the courts established under this Constitution **in the name of the people and in conformity with law and with the values, norms and aspirations of the people**. (2) In adjudicating cases of both a civil and criminal nature, the courts shall, subject to the law, apply the following principles—(a) **justice shall be done to all irrespective of their social or economic status**; (b) **justice shall not be delayed**; (c) **adequate compensation shall be awarded to victims of wrongs**; (d) **reconciliation between parties shall be promoted**; and (e) **substantive justice shall be administered without undue regard to technicalities**

.127. Participation of the people in the administration of justice

Parliament shall make law providing for **participation** of the people in the administration of justice by the courts.

(Customer Service/Judicial Service (cont..))

Our Mission that spices our Judicial Service is

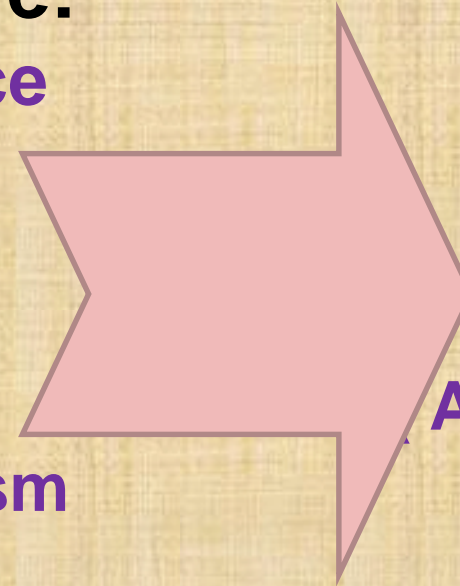
"To be an independent, competent, trusted and accountable Judiciary that administers justice to all."

Our Vision is **"Justice for all."**

Core Values are:

- Independence**
- Impartiality**
- Transparency**

- Professionalism**
 - Integrity**
 - Accountability**
 - Equality**



**Judiciary
Mandate
(Art 126)**

ADOPTABLE TIPS ON CS THAT IMPACT CC/Conclusion(Take Aways)

- ❑ Five Basic/ Cardinal Characteristics of Good Customer Service (<https://whelp.co/blog/author/editorial/>)

1. Responsiveness,

- ❑ Good customer service is all about being there for your customers when they need you.
- ❑ Whether they have a question, a complaint, or simply need some guidance, it's important to be responsive and available to them.
- ❑ One of the key characteristics of good customer service is speed. Customers don't want to be kept waiting for a response,
 - it's essential to be quick to respond to their inquiries and complaints, no matter how they choose to reach out.
 - By not making them wait, you show them that you value their business and are dedicated to helping them in any way you can.

ADOPTABLE TIPS ON CS THAT IMPACT CC/Conclusion(Take Aways)

2. Professionalism,

- Professionalism involves being courteous, respectful, and knowledgeable about the product or service that the business offers.
- Maintaining a professional tone, even when dealing with upset or frustrated customers, is important in building trust and credibility with the customer.
- Customers expect a certain level of professionalism when interacting with you. It is important to deliver on that expectation in order to create a positive customer experience.
- Being professional also means taking the time to understand the customer's needs and concerns, and being able to address them in a timely and effective manner.

ADOPTABLE TIPS ON CS THAT IMPACT CC/Conclusion(Take Aways)

3. Empathy

- ❑ Empathy helps to build a connection with the customer and show that the business cares about their experience.
- ❑ Put yourself in the customer's shoes and understand their feelings and needs, that way, you are providing a more personalized and tailored experience that meets their individual requirements.
- ❑ Wearing their shoes involves listening to their concerns and offering solutions that address their specific needs, rather than just providing a generic response.
- ❑ Empathy helps to create a sense of trust and appreciation between the customer and the business, which can lead to increased customer loyalty, and satisfaction (improving the judiciary image).

4. Patience

- ❑ Customers may not always be easy to deal with;
 - need to remain patient and understanding, even in difficult situations. Showing patience is a wonder card:
 - (a) U demonstrate that the judiciary cares about its customers and is willing to go the extra mile to ensure their satisfaction. This helps to build trust and loyalty, leading to inter alia, positive word-of-mouth referrals.
 - (b) help to de-escalate any negative emotions a customer may be feeling, making it more likely that they will have a positive experience overall.

5. Problem-solving.

- ❑ Customers rely on businesses (judicial system) to help them solve problems or address issues they may be experiencing with a product or service.
 - Being able to quickly and effectively solve problems for them shows that a business (judiciary) values their satisfaction and is willing to go that extra mile to ensure that their needs are met.
 - A prompt response, *interalia*, has the potential to turn a negative experience into a positive one,
 - potentially leading to customer loyalty and positive *word-of-mouth* recommendations.

OTHER KNITTY GRITTIES THAT HEIGHTEN CUSTOMER CARE DURING SERVICE

- ✓ Welcome/ open door policy
- ✓ Greeting (be multi-lingual, at least master the greeting in the area dialects- makes them feel at home)
- ✓ Be attentive, Even Posture matters (for example don't attend to something else, such as whatsapp, phone call, writing away,)
- ✓ Acknowledge a person as soon as they appear, even if you're busy
- ✓ SMILE!
- ✓ Establish eye contact
- ✓ Tell them your name and official capacity
- ✓ Ask how you can help (try to get these basics in their local dialect)
- ✓ Give the customer your full attention



Thanks for Listening to me!

**I welcome any questions regarding this general
conversation.**

Just Common Tips and did not reinvent the wheel

