

THINGS TO REMEMBER BEFORE FORMING A CLIQUE

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It might be an ordinary group of K-pop enthusiasts enjoying music and bashing haters on social media or it might be a purpose group to preach the exquisiteness of pineapple on pizza. Whatever purpose your clique might have, it is always helpful to remember a few details before you actually decide to form one.

COMMON OBJECTIVES

No group or collective of people will be able to achieve its goals unless all those involved in it are fully committed to those objectives. It's sort of like a football match where the team is to be prioritised over the individual. Given that you intend to tag along with this circle for a prolonged period of time, it's wise to ensure that each person in your group has the same objectives as the rest. Deviation from this may lead to unwanted chaos in the group and an unsettling vibe from your clique members.

ENFORCE RULES

For any institution that runs with a purpose or objectives, there needs to exist rules and regulations which the members have to abide by at all cost. Especially if you run a clique which is large and has people who tend to be the "rules are meant to be broken" type. Enforce the rules as per your group's constitution. Be open to constructive opinions but at the same time, make sure that you are strict when it comes to maintaining the very rules which you, as the leader, have set.

RECRUITMENT

Recruiting everyone at one go is never possible. Throughout your organisation's journey, you will find the need to bring in new people every now and then. The recruitment criteria will have some basic points such as having diversity, necessary qualifications and so on. Other than that, you also need to ensure that the new recruits are compatible with your existing team and can tick all the boxes on your clique's checklist for new members.

ALL FOR ONE AND ONE FOR ALL

At the end of the day, you and your entire team are one single unit. Just like any other group, you need to have unity that will help you tackle even the most difficult of situations and the lamest memes. Your clique is like the Fast and Furious family. No matter how bad the situation gets or how low your ratings drop, you still need to be together, act like everything is fine and carry on.

Faisal wants to be the very best, like no one ever was. To survive university is his real test, to graduate is his cause. Send him memes and motivation at abir.afc@gmail.com



OPINION

HOW TO BE A GOOD CUSTOMER ONLINE

MAYABEE ARANNYA

Contrary to popular belief, the customer is NOT always right. When communicating with businesses, some people forget one important detail: humans run the business. Can we forget common decency while talking to people just because they are labelled differently?

I'm not saying that businesses can be treated just like normal people. They have to maintain professionalism and can be held to certain expectations. However, people make mistakes, and so do people doing business. It is obviously preferred that they do not do so and everything runs smoothly. This is, sadly, not always the case. Mistakes will occur, but what matters is how they handle it afterwards.

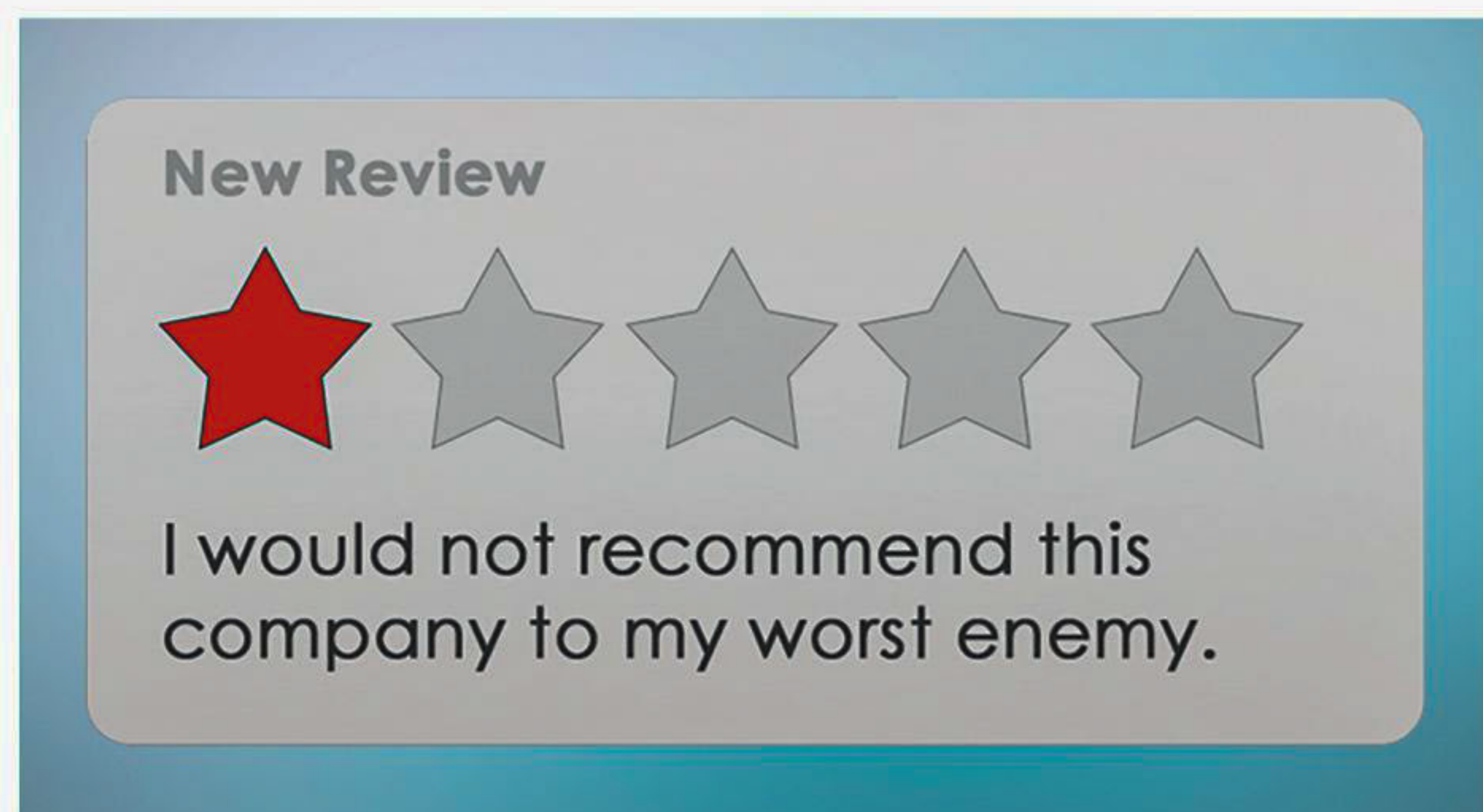
Whether they do their job correctly or not, it is our duty as customers to be civil towards them. They might mess up so badly that it becomes hard to contain our temper. However, lashing out is in no way appropriate. Stern statements about their unprofessionalism and feedback on how they can improve are acceptable. Calling them names is not. Getting into heated arguments is not.

Understand when the right time to be annoyed is. Is the delivery a day late? Call

or text them calmly, asking about your delivery's status. Of course, this doesn't apply to orders like birthday cakes. Those cannot be late and you have every right to be angry. If your order is not urgent, give them a bit of leeway but make sure to be clear about when you need your product. If the product is a week or more late, it's time to get a lot sterner. Show adequate concern and annoyance. If the business is professional, it will find a way to make it up to you.

Complimentary items or discounts on current or future purchases are professional ways of compensating for a mess up. If they do nothing, you're probably better off not ordering from them again. If they don't reply to you regularly, that is also a red flag. They're the ones trying to sell their products, therefore they should be the ones keeping communication and making sure the purchase and delivery is made smoothly.

Obviously, communication is a two-way street. You can't ignore their messages and calls and then complain about their service. If the delivery man is calling you, try to pick up. If the page needs any further information, answer them. If you are on call with customer care, make sure you are completely clear about your issue. You



can't describe your problems vaguely and expect them to understand and give you solutions. Be concise. There are other people who need assistance as well. Don't be a jerk and take up all the time. Also, give them enough time to come up with the solution. Not everything is done in the blink of an eye.

Now we come to reviews. It is every customer's right to post a review, be it positive or negative. Reviews are important because other people need to know if

the business can be trusted. Be honest, be brutal if necessary, but never exaggerate. Exaggeration might lead to future customers avoiding the business. Do not single-handedly ruin the livelihood of a few people just because you were slightly irritated. Contain the anger, be objectively critical.

Mayabee Arannya can never say no to a cup of tea or cute doggo pictures. Send her the latter at fb.com/mayabee.arannya