



CUSTOMER SERVICE BELL WORK

In customer service, there are two roles representatives can take. One is reactive and one is proactive. The **reactive** role involves dealing with a situation when it develops, such as solving a customer's complaint. A **proactive** role involves taking preventative action, such as introducing a product to meet a customer need. Give a real-life example in OUR store for both reactive and proactive.

You're working with a new employee at a clothing boutique. A customer comes in with a complaint about the shirt she purchased the day before. When she asks the new employee to assist her, the employee replies, "I'm sorry. That's not my job." Was the employee's reaction acceptable? What do you need to tell her about handling similar situations in the future? How could this situation have been prevented in the first place?

A big part of customer service is meeting customer needs and wants. In order to do that you need to know WHAT your customer needs and wants. What are some good ways to find this information?

Think of a business you visit regularly. If you could tell them how to better fulfill your needs and wants as a consumer, what would you say? Be specific.

Even though providing for customers' wants and needs is important, many companies don't do this as much as they should. Why might customers choose to use a business that doesn't meet all of their needs/wants?

Give an example of when
you went the extra mile for a
customer?

Interactive Voice Response (IVR) systems which provide callers with a series of menus they must choose from before having their call directed to the appropriate department or information, are considered by most people to be frustrating, even though they conveniently allow 24 hour access to information, such as checking account balances and movie listings. Why do you think consumers find these systems frustrating? What is your opinion of IVR systems? How do you think they could be improved to provide better customer service?

Telemarketers are often viewed by consumers in a negative manner as well, even though they are trying to provide service. Why do consumers have such a low opinion of telemarketing? What should be done to improve the image of the telemarketer? Why do you think so many businesses use telemarketing even though it annoys customers?

Read through the following scenario, then briefly describe what Ann should have done differently.

Ann (answering phone): Morning. You've reached Acme.

Caller: I'm having a problem with my computer.

Ann (chewing gum loudly): Hold on.

Caller: But . . . (Hears hold music playing)

Ann: Do you want me to take a message? He's busy now.

Caller: Who's busy?

Ann: The person you need to talk to about your problem. He never returns his calls, so you'd be better off trying back later.

Caller (angrily): You need to learn some phone manners!

Ann: I'm just trying to help you! Call someone else if you're not happy. (She hangs up).

You are the manager of a movie theater. A mother comes to you after the conclusion of the movie she just watched with her three young children and complains because the kids missed the first ten minutes of the film due to long lines at the concession's counter and in the bathroom. She doesn't specify how she wants the problem to be solved, but she's visibly upset.

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