

## Internet Quest



### Customer-Service Success

Good customer service is one of the key elements of a successful business. Browse through an online bookstore such as **amazon.com**. Research books, videos, CDs, toys, and other products to explore the effects of online shopping. Ask questions using the site's Help button to measure online customer service. What do you like or dislike about the site's services?

## REVIEW OF KEY POINTS

- Customers want to know that they will be valued and treated with respect, and that their wants and needs will be met. A company's success and continued growth is based on how your internal and external customers mentally grade your company's customer service.
- Being courteous and attentive to customers, even after they purchase a product, helps maintain good customer service.
- Accessibility, knowledgeable responses, continual contact, receiving the public, communicating effectively by telephone, and utilizing technology are areas where each employee should take a customer-focused approach.
- Technology, like PDAs, laptop computers, auto responder e-mails, and Frequently Asked Questions (FAQs) and Contact Us sections on Web sites are allowing businesses to better serve customers' needs and wants in the fast-paced business of e-commerce.

### CASE 13.1

#### Customer Services Complaints

Jerry and Sue drive up to Crustee's to order lunch. The woman at the drive-through window says: "Welcome to Crustee's. How may I help you?" Jerry says in a loud voice, "I would like one hamburger, a large fry, and a large cola." The cashier repeats back the order by saying, "That will be one hamburger and one large coffee." Jerry says, "No" very loudly. The cashier says, "Sir, you don't have to yell at me," then says, "Please pull around to the drive-through window."

Sue calls the store the next day and gets the name and address of the owner of the Crustee's franchise. She writes the owner a letter about her poor customer-service experience.

**If you were the owner, how would you handle the situation?**

# CHAPTER 13 REVIEW

## CASE 13.2

### Listening to Customers

Recently, several guests at your hotel indicated on a guest survey card that customer service could be improved. The guests did not cite any specific areas of concern. Management decided to look at all areas of customer service.

**Form groups of five students. Using Chapter 13 sections on accessibility, knowledgeable responses, continual contact, receiving the public, communicating by telephone, and technology and customer satisfaction, brainstorm for 15 minutes and list the opportunities for customer service from the moment guests calls or e-mails your hotel to the moment they reach home after their stay with you. Come back together as a group to share what other groups have generated.**

### CEC Online



Learn how Rightnow Technologies assists companies with their Web sites' customer-service needs. Visit

[www.mhhe.com/cec9](http://www.mhhe.com/cec9).

## Communicating in Your Career

### Reality with Realtors

You work as a manager of Realtors. What are some tips you would include on a telephone-style checklist for working with customers?

## Ethics in Action

### Helping Yourself to Products

You work in a large department store that provides free samples to clients. The manufacturers offer samples like lipstick and shampoo to get customers to try their products. You have access to free samples and begin using them every day. You figure you're helping to promote them by using all the products. What are the ethical issues? How do your actions affect the parties involved?