

Comfort Class Transport: Does Customer Service Need an Overhaul

Punch Up In the Potash Industry (C): PotashCorp - Between a Rock and a Hard Place

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**Industry
Conclusion**
Customers will enter an event
and expect immediate
response.
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**The Ability to Find
Locations**
Customers are looking for
locations that are
easy to find.
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**www.potash
corp.com**
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- costumer service
- website
- higher revenue

Competitor's strategy
Propaganda on
customer service they
have better customer
service.

Our Strategy
We will fight
propaganda with
even more vigorous
propaganda.

Recommendations:
Proceed at a higher
caliber than our
competition effective
immediately.

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Comfort Class Transport



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Justin Rivera

Louis Dominguez

Inadequate Communication

- **Customers will order an escort online and cancel reservations without confirmation.**

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SOLUTION

- Before arrival we will now send a Phone call , text and voice mail for confirmation via computer system

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solution

we think that adding GPS monitors
to our vehicles will greatly benefit

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uneven work patterns

- employees in the call center are taking unscheduled breaks.
- they would sometimes take personal call

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***Solution:** we will now monitor employee calls and have monthly conferences.*

Solution

As a pro-active company we have decided to arrange for drivers to call once arriving on destination

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Impact:
From the solutions
presented by me and my
colleague we will see
impact in 3 months.

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- sped communication
- smooth work flow
- higher revenue yield