

When Giving Your Customers Less Is More Case Study Solution



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**UNDERSTAND THE PRINCIPLES
OF CUSTOMER SERVICE**



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1.1 Identify the purpose of customer service

Customer service is a way of communicating directly with the consumer; good customer service provides support with general inquiries as well as problems and complaints. A lasting positive impression gives the customer a reason to be loyal and ensures they are satisfied with the service you have provided. Additionally, good customer service to an individual encourages good reputation spread via word of mouth.

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1.2 Describe how customer service affects the success of an organization

As a member of staff who deals with customer needs directly, you are a representative of the organization. The better you are as a representative, the better the organization comes across. If you care for your customers needs, the customer is led to believe the organization in itself cares for their needs: this ensures loyalty and a good reputation. Loyalty gives your organization consistency in its business. If you were to have a negative experience, you would become more reluctant to deal with the organization as well as becoming more likely to talk derogatively about the organization. Reviews heard first hand from the individual unhappy with the customer service is very influential.

1.3 Describe the different types of customers in an organization

Loyal customers: those who return to the organization frequently because of positive past experiences; Discount customers: those who often return to the organization when they have something of good value to offer; Impulsive customers: those who do not know what they want, but wish to gain something of good quality and good value; Need-based customers: those who look for what they are familiar with, they are reluctant to change, but return frequently out of habit; Wandering customers: those who do not know what they want, and have little interest in what is on offer; Disabled customer: those with access requirements or who would require further assistance once on your site; Business to business (B2B) customer: these are looking to deal with you on a trade level and would most likely require attention from higher staff. Foreign customer: someone who may need assistance understanding products or services on a face to face level (rather than attempting to understand or translate product labels)

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1.4 Identify the range of customer needs

Customer needs can range from physical need for a product/ service to the psychological need for comfort in the organisation's welcome to them and the feeling they are important. Customers like a positive experience, if they are warmly welcomed and easily understood, even if they do not find what they are looking for, they can leave with a somewhat positive attitude. However, vice versa, if a customer is neglected and the service provider is uninterested, even if they receive what they were looking for, it is more than likely that they will leave feeling negatively towards the organization. When entering a new organization site, a customer may expect factors such as: easy access (including for those with additional access requirements); staff that are helpful and knowledgeable about the subject matter of the organization; toilets and washrooms; potentially refreshments and comfortable seating areas.

1.5 Identify the customer service information which may be retained

Information that may be retained, that will benefit the company and consumer in the future, could be as simple as age/gender/postcode. Retaining this information allows the organization to cater themselves to their larger demographic, or even to adapt themselves to become more attractive to those that are less frequent visitors.

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1.6 Identify the difference between providing a service and providing a product

A product is a physical item that a person is willing to exchange money for because it immediately meets their needs. A service can come as part of a product, but alone it can simply be assistance, often for little or no price.

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