



# CUSTOMER SERVICE

Samantha runs a home electronics store, selling everything from televisions to refrigerators. She was recently asked how her business provides good customer service and produced the following list.

Employees greet customers at the entrance to the store.

Customers can return any products within 30 days for a refund.

Samantha offers a free repair service if a product develops a fault within the first week of purchase.

Employees are asked to read information about every new product before it is available for sale.

Samantha phones 10 random customers per week to see how they feel about their purchase.

Employees are able to leave checkouts to provide assistance if they see a customer struggling.

Customers can purchase an additional 12-month repair guarantee on any product in store.

At the checkout, employees ask if customers found everything they needed.

Employees all have a product "specialism" - so any customer queries get responses from an expert.

Employees take turns to trial new products in their own homes before they are available for sale.

Employees offer customers a trolley to take larger purchases to their vehicles.

After completing a purchase, customers' receipts are stapled to a 'thank you from us' note.

1. How do you think providing good customer service benefits Samantha and her business?

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2. What could the impact of poor customer service be on Samantha's business?

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