CUSTOMER SERVICE MODEL ANSWERS – MAY 2013

**MODEL ANSWERS**

**Section A**

1. c
2. a
3. b
4. a
5. d
6. c
7. b
8. d
9. a
10. a
11. c
12. b
13. b
14. a
15. d
16. c
17. b
18. a
19. c
20. a

**Section B**

1. (a) Customer care - a fundamental approach to the standards of service quality which covers every aspect of company operations from the design of a product or service to how it is packaged, delivered and serviced
2. 6 (***six***) benefits of good customer care.

* Retention of existing customers
* Enhanced reputation of the organization
* Competitive advantage in the marketplace
* Attraction of new customers
* Increased profitability
* Improved staff morale and loyalty
* Cost efficiency

1. 3 (***three***) roles of feedback in customer care s

* The organization has customer generated data about customer wants and needs.
* Customers feel that they have been listened to
* Information keeps flowing into the organization and through the organization.
* Customers have the ability to influence organization policy

1. (a) Customer – an individual or organization who buys a product or a service, the ones who make the purchase and are therefore important to the buying decision.
2. ***four*** of the five types of customers

* Individual/ family (business to consumer)
* Business to business
* Business to government
* Not-for-profit organizations
* Internal customers

1. 4 (***four***) essential components of service delivery

* Processing people – takes when customers seek some service directed at them, i.e. being transported, entertained, fed, lodged, etc.
* Processing possessions – occurs when customers ask a service organization to provide treatment not to themselves but rather to some possession.
* Mental stimulus processing – embraces a group of services that consist of intangible actions directed at customers’ minds and thus require their mental, but not necessarily physical participation throughout service delivery.
* Information processing – the processing of data to come up with relevant facts through the use of computers and experts in respective fields.

1. the ***three*** levels of customer contact

* High contact services – the customer visit the service facility in person and actively involved in the service organization and its personnel throughout service delivery.
* Medium contact services – customers visit the service provider’s facility or are visited at home or at a third party location by that provider, but either do not remain throughout service delivery or else have little contact with service personnel.
* Low contact services – involve no physical contact between customers and service providers.

1. Memo:

To : Project Manager

From : XYZ consultant

Subject : NBZ bank of Malawi merging with CQ bank of Kuwait

Date : 21 may 2013

(a) Culture – shared values and beliefs of a society. Its design for living

1. Five elements of culture that are going to impact on the process of service within the new bank.

* Language – differences between Malawi and Kuwait in terms of spoken, written, official, mass media, etc.
* Religion – sacred items that can be displayed, prayer days, taboos, holidays, beliefs and norms, etc
* Value and attitudes towards – time, achievements, wealth, risk taking, possessions, work, change, etc.
* Education – levels between the two countries in terms of formal, vocational, primary, secondary, planning, etc.
* Social organizations – impact of interest groups, social mobility, class systems and networks, family structures, etc.
* Aesthetics – in terms of ambiance of the new units, beauty, tastes, designs, color, etc

1. Conclusion - it is feasible depending on new culture to be adopted. It has to be formulated and employs change agents who can spearhead the process of adoption of the merged culture in the new unit.
2. An article for the division’s notice board on

(a) Enterprise wide customer support services – involves all aspects of an organization that are aimed at delivering the best services and goods to customers through interrelationships of different units in organization. This ranges from the front line staff to the back room support team efficiency and effectiveness.

1. Differentiate between customer support and technical support:

* Customer support – includes services that help a customer understand and benefit from a product’s capabilities by answering questions, solving problems and providing training
* Technical support – refers to the wide range of services that enable people and companies to continuously use the computing technology they acquired and developed.

1. the benefits of quality customer support

* return business and the positive word of mouth that leads to new business
* higher sales and profits
* industry recognition
* sustainable high level of customer satisfaction
* customer loyalty
* customer feedback
* happy employees
* Rewards and opportunities passed on to employees.
* Derived intrinsic benefits such as pride and satisfaction that comes from helping other people.

1. Memo on purchase of data software

To : The CEO

From : Head of projects

Subject : Purchase of database software

Date : 21 May 2013

1. Database - A database is a collection of [information](http://searchsqlserver.techtarget.com/definition/information) that is organized so that it can easily be accessed, managed, and updated. In one view, databases can be classified according to types of content: bibliographic, full-text, numeric, and images.
2. Projects that can be conducted using database marketing techniques as suggested by Allen et al

* Identify the best customers
* Develop new customers
* Tailor messages based on customer usage
* Recognize customers after purchase
* Cross-sell related and complementary products
* Personalize customer services
* Eliminate conflicting or confusing communications

1. The impact of relational use of information. Three outcomes of such as suggested by Postma (the new marketing era)

* Building relationships through responding to their obvious interests
* Reinforce loyalty as customers will value recognition and receiving direct communications.
* Out-perform human beings in recognizing customers