

Chapter 8 Outline

The Ten-Step Customer Service Process

Step 1: Recognition

Step 2: Identification of Problems

Step 3: Plan of Action

Step 4: Reallocation of Resources

Step 5: Prioritization of Execution

Step 6: Training of Personnel

Step 7: Recruiting the Right Personnel

Step 8: Communications

Step 9: Follow-Up to Execution

Step 10: Begin Again

Points of Encounter

Customer Interface

Customer Service Checklist

Case Examples

Competencies

1. Identify the role of customer service within marketing. (p. 89)
2. Present a ten-step process to identify problems and solutions for better customer service. (pp. 89–96)
3. Describe sales from a consumer's perspective. (pp. 96–98)
4. Suggest methods for customer retention through problem resolution. (pp. 98–99)
5. Discuss the hierarchy of customers and identify items on an effective customer service checklist. (pp. 99–100)