

Where  
do I  
start?



Google-d Out!



**Search  
problems**



**What  
are your  
tips?**



**Google**  
UK

# Reliable and Relevant websites

- Produced by an expert in the field/reliable organisation?
  - Fact or opinion?
  - Sufficient evidence to back up opinions?
  - Are the methods used to collect data appropriate?
  - What am I being asked to think or believe – I am convinced by the argument?
- 
- Is the source up-to-date?
  - Does the source give me specific information on the topic I am researching?

Is this  
good or  
bad?

Wikipedia: Customer service

Read Edit View history Search

Wikipedia: Customer service

Definition of **service to customers** before, during and after a purchase. According to Turban et al. (2002),<sup>[1]</sup> "service to customers" is defined as "a set of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service meets or exceeds customer expectation."

Its importance varies by industry and customer; defective or broken merchandise can be exchanged, often only with a receipt and within a specified time limit. Retailers often have a desk or counter devoted to dealing with returns, exchanges and complaints, or will perform related functions as part of the sale; the perceived success of such interactions being dependent on employees "who can adjust themselves to the personality of the customer." <sup>[2]</sup> according to Micah Solomon. From the point of view of an overall **sales process engineering** effort, customer service plays an important role in an organization's ability to generate income and revenue.<sup>[3]</sup> From that perspective, customer service should be included as part of an overall approach to systematic improvement. A customer service experience can change the entire perception a customer has of the organization.

Some have argued<sup>[4]</sup> that the quality and level of customer service has decreased in recent years, and that this can be attributed to a lack of support or understanding at the executive and middle management levels of a corporation and/or a customer service policy. To address this argument, many organizations have employed a variety of methods to improve their customer satisfaction levels, and other **key performance indicators (KPIs)**.<sup>[citation needed]</sup>

**Contents** [hide]

- 1 Customer support
- 2 Automated customer service
- 3 Instant feedback
- 4 Standardization
- 5 See also
- 6 References

Internet | Protected Mode: On 100%

GCSE **Bitesize**

BBC Radio 1



BBC 1Xtra



Bitesize Home

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Art &amp; Design

Business Studies

Design &amp; Technology

DiDA

Drama

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Geography

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**Business Studies****Production methods**

Page: 1 | 2 | 3

[Back](#) |

Print

**Customer service**

**Customer service** is the experience a customer gets when using products made by the business. Satisfied customers make repeat purchases and recommend the product to friends, leading to additional word-of-mouth sales.

Customers want to buy goods and services that meet their needs at a price they can afford. For example a café thrives when friendly staff serve tasty, well made meals, in generous portions, at competitive prices.

**How to improve customer service**

Successful businesses define the **quality** or **standard** of service needed to meet customer needs. For instance, a café can aim to take no more than 5 minutes to serve any customer once they have ordered their meal.

Ensuring that quality standards are met requires:



Chat

**Business Studies  
Message Board**Get down to business  
and discuss Business  
Studies here.

Activity

**Revision Map**Losing your way?  
Make a Bitesize  
revision map!

Links

**BBC Business  
News**For news that really  
does the business!

New User? Register | Sign In | Help

Upgrade to the Safer IE9

Mail | Ya

**YAHOO! ANSWERS**  
PHILIPPINES

Search

Search Web

HOME

BROWSE CATEGORIES

ABOUT



Ask

What would you like to ask?

Continue



Answer



Discover

What are you looking for

Search Y! Answers

Advanced Search

Home > All Categories > Business & Finance > Corporations > Resolved Question



Jude Mark  
Louis D

Resolved Question

Show me another »

**What is customer service?**

3 years ago

Report Abuse



k c

Best Answer - Chosen by Voters

"Customer service" is the provision of service to customers before, during and after a purchase.

"Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation."

Its importance varies by product, industry and customer; defective or broken

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THE PEOPLE YOU TRAVEL WITH

malaysia  
airlines

More questions about customer service  
yahoo answers





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Customer Service

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# Researching your customers' priorities and measuring customer satisfaction: A guide

Home > Research & Publications > Guidance notes > Researching your customers' priorities and measuring customer satisfaction: A guide

Posted on 15 September 2011 by Leon Paternoster

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## Research & Publications

- > Research
- > Literature reviews
- > UK Customer Satisfaction Index results
- 🔒 Member-only resources
- > Guidance notes
- > White papers
- > Quotes
- > Glossary
- > customer focus magazine
- > Submit a resource or link



**Other  
Resources**

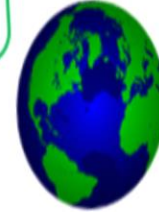


# Activity



You are researching companies downsizing and you need some up-to-date articles.  
Which database would you use and how would you go about finding the information you need?

You are searching for reliable background information, facts and statistics on Globalisation.  
Which database would you use and how would you go about finding the information you need?



You want to read old issues of *Journal of Business Strategy* magazine online.  
Which database would you use and how would you go about finding the information you need?



You are looking for a definition of the term **Productivity** to use in an assignment for management and leadership.  
Which database would you use and how would you go about finding the information you need?



You were hoping to get a book from the library, but other students have borrowed all the copies.  
The book is called **Human resource management** by Alan Price.  
How would you go about finding the book on one of the online databases?

# Writing Assignments

*Note Taking*

**Revision**

Why take  
notes?

**Focus**

**Understanding**

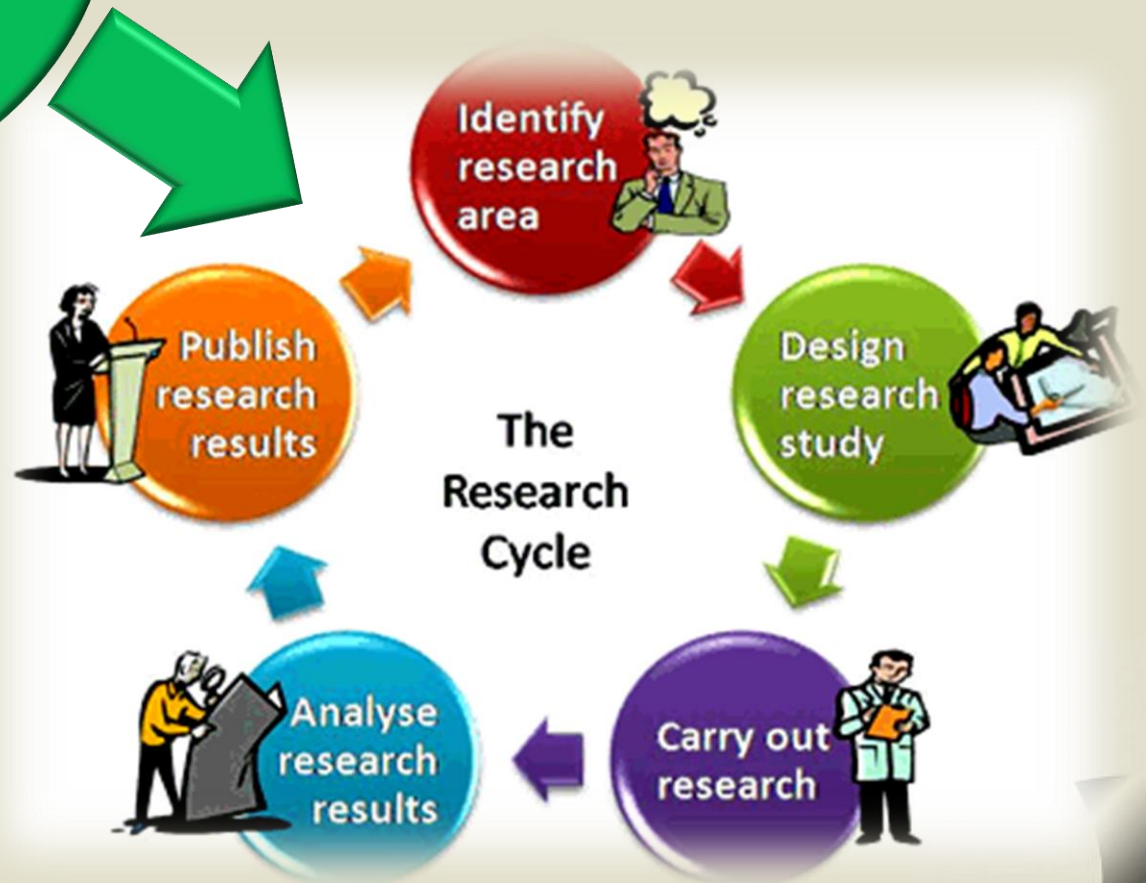
# *Note Taking*

- Preparation
  - Use own words
  - Make a note of things you don't understand
- - Leave space to return to a section
  - Abbreviate
  - Colour coding

Step 1 -Details for your reference list				
Title:		Author:		Year and place of publication:
Edition:	Journal details:		Pages read:	Any other bibliographic details:
<p>Step 2 - Briefly describe the main point or argument the author is trying to make. Then add three minor arguments that the author makes to support the main point.</p> <p>Alternatively briefly summarise the text, remember summaries do not include your opinion, <u>try</u> using key words from the text to stay on topic.</p>			<p>Step 3 - Now write down any quotes or ideas from the text that supports each argument or point in step 2.</p>	

How do I put  
this into my  
assignments?

# EVIDENCE





I'm stating  
an opinion



I need  
evidence to  
support it

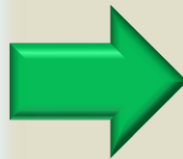


I can use an  
expert  
opinion or  
facts





I'm stating  
A fact



I need  
evidence to  
illustrate it



I can use  
facts

Less packets of Instant Whip  
dessert are sold now than  
were 30 years ago.

Less packets of Instant Whip dessert are sold now than were 30 years ago. “In 1980, 60 million units were sold, in 2010 this had fallen to 35 million” (Mintel, 2011, p.45).

It would appear that Instant Whip has fallen out of fashion with consumers.

It would appear that Instant Whip has fallen out of fashion with consumers. “57% of survey respondents agreed with the statement ‘Instant Whip is too seventies’. Another common complaint amongst consumers was the lack of fresh ingredients and large amounts of sugar” (Mintel, 2011, p.134).

## **Task:**

**Identify two social media platforms and evaluate how effective these would be when marketing a small chain of bakeries.**



# I want top marks!

Interpretation

Research

Planning

Writing

Revision

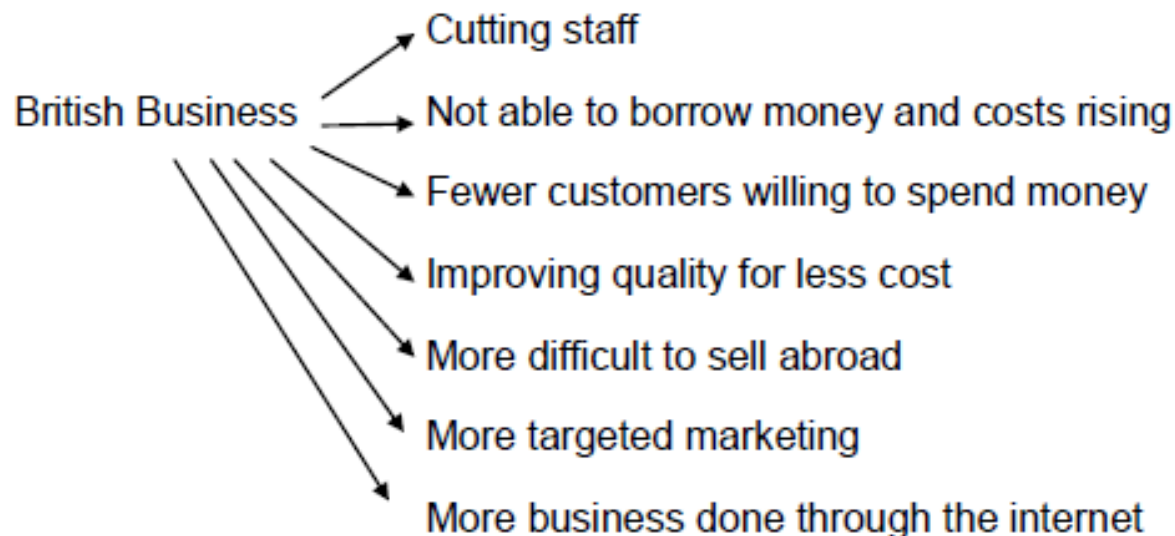
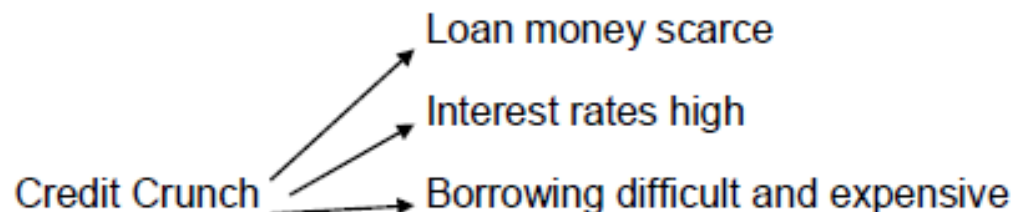




Define the term "credit crunch" and describe the effect of the "credit-crunch" on British businesses.

This question suggests a two-part structure

- 1) A clear definition of the term
- 2) A description of what has happened to British business



## **Plan:**

**Intro** – Define the credit crunch – background of when it started in the UK

**Conclusion** – British business have to change the way they have been working to survive in the credit crunch. There have been some negative effects and businesses have had to be inventive in their planning and working methods.

## **Points to make –**

- 1) Businesses are no longer able to borrow money
- 2) It is costing businesses more to make their products
- 3) It is more difficult to export
- 4) There are less customers
- 5) All the above have led to staff cuts
- 6) Some businesses have changed the way they operate – more of their business is internet based to save money, they have changed their products, concentrating on one kind of customer

# Essay Structure

Beginning

Body

Conclusion



# Essay Structure

## Introduction

- Main points that will be covered and why these are important
- Brief account of current thinking/opinion
- Defining terms
- Making your position clear from outset



# Essay Structure

## Body

- Avoiding too much description unless specifically requested in essay question
- Presenting a case or argument, comparing viewpoints
- Providing evidence and judgements/evaluation



# Essay Structure

## Body

- Consider the flow and order – group similar points together
- Signposting phrases to link paragraphs and sections
- Be selective – cover most important points and select most compelling evidence



# Essay Structure

## Conclusion

- No surprises here!
- Drawing together of all the points made to create an overarching conclusion
- Relate conclusion back to essay title





Introduction



Main discussion



Conclusion

Outline idea



Discussion of  
idea



Draw a  
conclusion



**Task:**

**Make the sentences  
sound more formal**

