**Assignment No 1**

Name: A Akhil

Email: [leelaraniakula3@gmail.com](mailto:leelaraniakula3@gmail.com)

**Problem statement** : CONSIDERING A REAL TIME ONLINE ORDER BEING PLACED AND THE DELIVERY HAS BEEN LATE FOR PREVIOUS ORDERS.

HOW WILL THE CUSTOMER SERVICE BE IMPACTED AND HOW TO COMMUNICATE THE SAME

Focus Point: Customer Service and Communication

Answer: It is very important to communicate with customers in a proper way so that there is no negative impact on the company as well as customer service.

**Impact on Customer Service**

1. Customer Disagreement:  Late deliveries may lead to customers dissatisfaction as that product may be the most important thing to them and relying on it. This can also lead to cancellation of product and customer may not return back again.
2. Trust Issues: As customers may rely on the product and late delivery may lead to trust issues.
3. Company Reputation: Late deliveries may damage company reputation as the customers may post negative reviews about the brand and  may also influence people around him and his relatives not to place orders through that particular company.

**Steps to prevent negative impact and proper communication**

1. Consider all factors that affect delivery properly before providing estimated delivery time.
2. Provide clear information about the product status and if possible also provide tracking links so that customers may track their product from time to time.
3. Make a message or call about the delay and why it is getting delayed so that customers have an idea about the situation.
4. If possible provide compensation as per company rules like free shipping so that customers have satisfaction.
5. Ask customers for reviews or opinions like what to do in such conditions so that their concerns are clear and the company can provide better service.

**Sample Communication**

Dear Akhil,

We apologize to inform you that your order has been delayed which was expected to arrive last Monday and it is expected to be delivered within two days.

This delay is due to the extreme bad weather condition. Due to this our logistics department is facing a problem to deliver your order and we are trying our best to deliver your product at the most priority and deliver as soon as possible.

We hope you can understand the problem and will support us. If you have queries, any further concerns or you need any assistance please do not hesitate to contact us at [xyz@domain.com](mailto:xyz@domain.com)

Best regards

John

Delivery manager

Abc.inc

**Conclusion**

By communicating clearly and properly we can minimize negative impact and hold our customers.