

Activity 1 - Customer service practices

Business English II

Software Development Engineering

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Stage 1 – Customer service practices

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Introduction

Let's start understanding what customer service in marketing is, this part is the help provided to customers before, during, and after the sale process, this makes their experience much better and, therefore, keeps them satisfied with the products or services, however, to define customer service properly, it is necessary to know that it is much more than just giving answers, the real goal is to convey to customers the value of the company, and that is why it is an important factor in the success of any organization.

Regardless of the objective, whether it is to generate new business contacts or maintain them, customer service must be of high quality, because it will show that they care about them, so they will be more loyal to the brand or product, so it is valid to say that customer service is more focused on the experience they have with the brand, also, in customer service, the company is the one that initiates the conversation, the one that cares about knowing what the customer is experiencing about the service or product it sells, it is going beyond the need to fix something so the customer service representative gets in touch, seeking to establish a conversation to probe needs, opinions and ways to improve the relationship with the customer.

Description

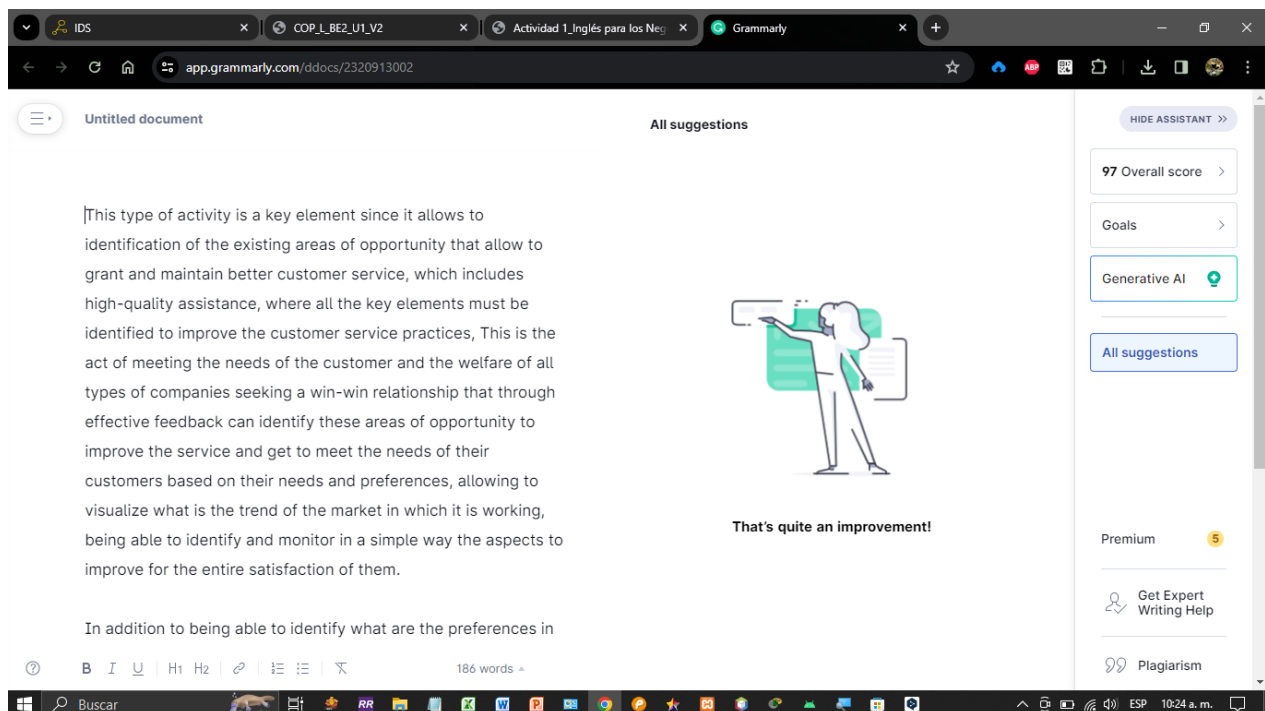
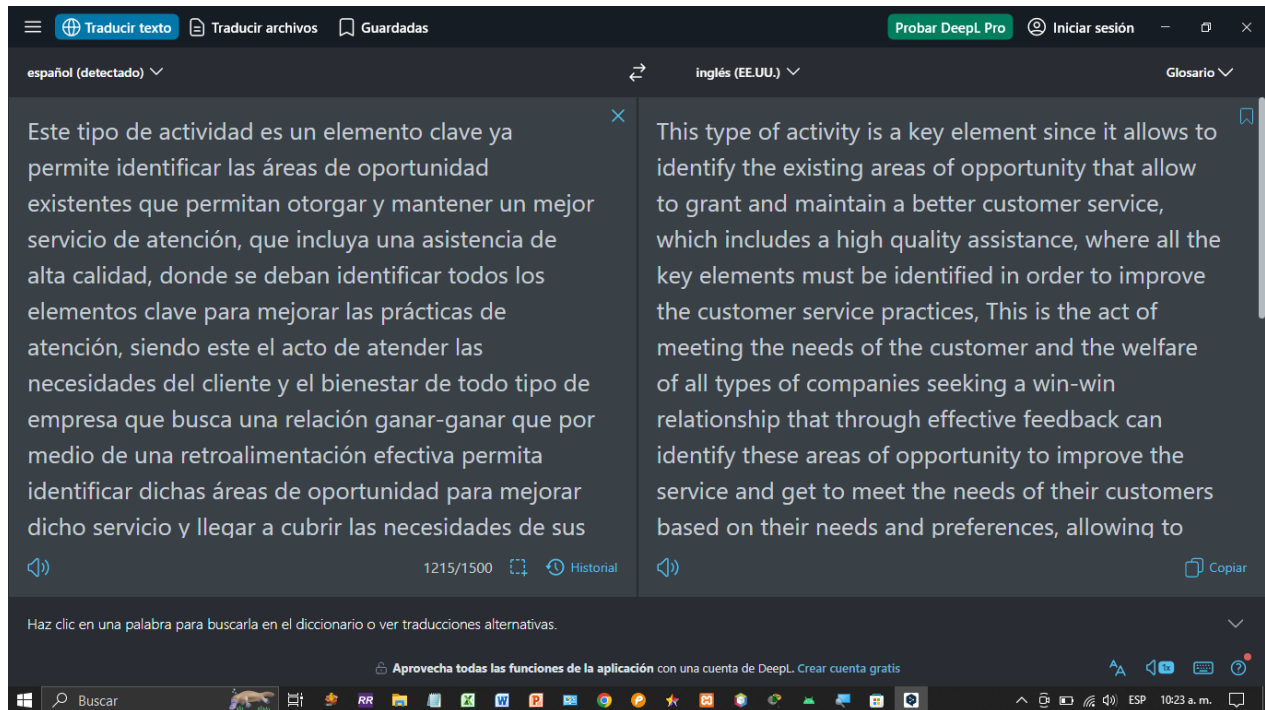
For this activity you should consider a business, enterprise, project, or your idea that according to the service or product offered allows you to ask customers through a simple survey of five questions what are the areas of opportunity in the business, the areas of opportunity of the company, and the level of satisfaction they have with the customer service and the product(s) offered, taking into consideration their answers as feedback to create a conceptual map that contemplates the positive and negative opinions that should be improved or changed in the process or area of opportunity, managing to offer a better product and customer service according to the preferences and needs of customers and thus to obtain their loyalty to the company or the product offered.

Justification

This type of activity is a key element since it allows to identification of the existing areas of opportunity that allow to grant and maintain better customer service, which includes high-quality assistance, where all the key elements must be identified to improve the customer service practices, This is the act of meeting the needs of the customer and the welfare of all types of companies seeking a win-win relationship that through effective feedback can identify these areas of opportunity to improve the service and get to meet the needs of their customers based on their needs and preferences, allowing to visualize what is the trend of the market in which it is working, being able to identify and monitor in a simple way the aspects to improve for the entire satisfaction of them.

In addition to being able to identify what are the preferences in the products offered to maintain them, change them, or implement something new to attract new customers, maintaining the objectivity of providing high-quality customer service by the consultants and in general as a policy of any company concerned about providing good service.

Development



IDS

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Actividad 1_Inglés para los Neg

Grammarly


app.grammarly.com/docs/2320913002

Untitled document

Saved

All suggestions

Delicious Burger is an entrepreneurial company created in 2015 to provide not only a high-quality product to satisfy a craving but to provide unforgettable moments based on excellent personalized attention and specialized service for its customers, providing themes for their parties or meetings that allow them to have fun as if they were children again.



That's quite an improvement!

HIDE ASSISTANT >>

Great job!

Goals

Generative AI

All suggestions

Get Expert Writing Help

Plagiarism

55 words

Buscar

10:35 a. m.

Project



Delicious Burger is an entrepreneurial company created in 2020 to provide not only a high-quality product to satisfy a craving but to provide unforgettable moments based on excellent personalized attention and specialized service for its customers, providing themes for their parties or meetings that allow them to have fun as if they were children again.

Questions and answers

The following survey is used by our customers to provide feedback, which we use to improve our customer service: <https://forms.gle/4KZchMxBdSbwywVr6>

Delicious Burger Form

This form will allow us to improve and implement our service to you.
Thanks for your preference!


fernando.888@hotmail.com [Cambiar cuenta](#)

** Indica que la pregunta es obligatoria*

Correo electrónico *

Tu dirección de correo electrónico

How satisfied are you with the product offered? *



0 1 2 3 4 5

I don't like I like very much

What would you like to see improved?

Tu respuesta

What area of opportunity do you see for the service? *

☐ Attention

☐ Service

☐ Security

☐ Wi-Fi

☐ Menu and Theme

On a scale of 1 to 5, how would you rate the quality of your product? *

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Enviar

[Borrar formulario](#)

Nunca envíes contraseñas a través de Formularios de Google.

Google no creó ni aprobó este contenido. [Denunciar abuso](#) - [Condiciones del Servicio](#) - [Política de Privacidad](#)

Google Formularios

2 respuestas

Ver en Hojas de cálculo

Se aceptan respuestas

Resumen

Pregunta

Individual

¿Quiénes respondieron?

Correo electrónico

alleccv4@gmail.com

fernando.com888@hotmail.com

How satisfied are you with the product offered?

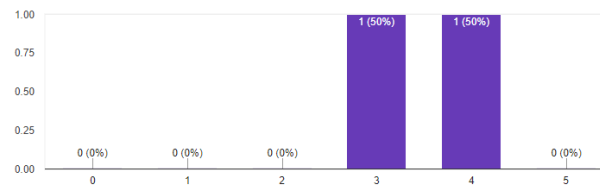
Copiar

2 respuestas

How satisfied are you with the product offered?

Copiar

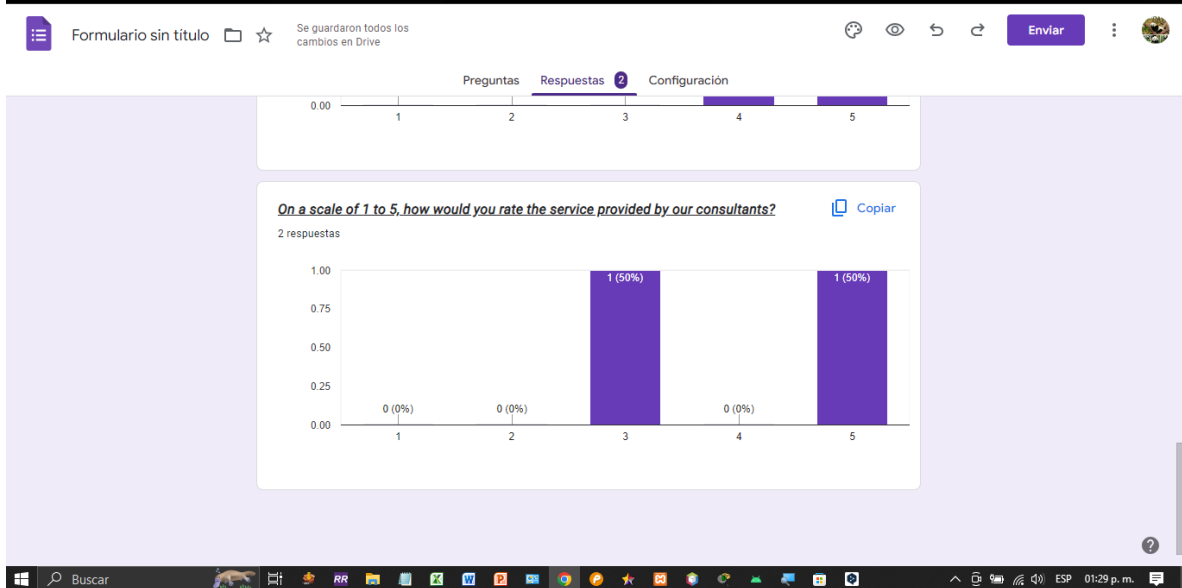
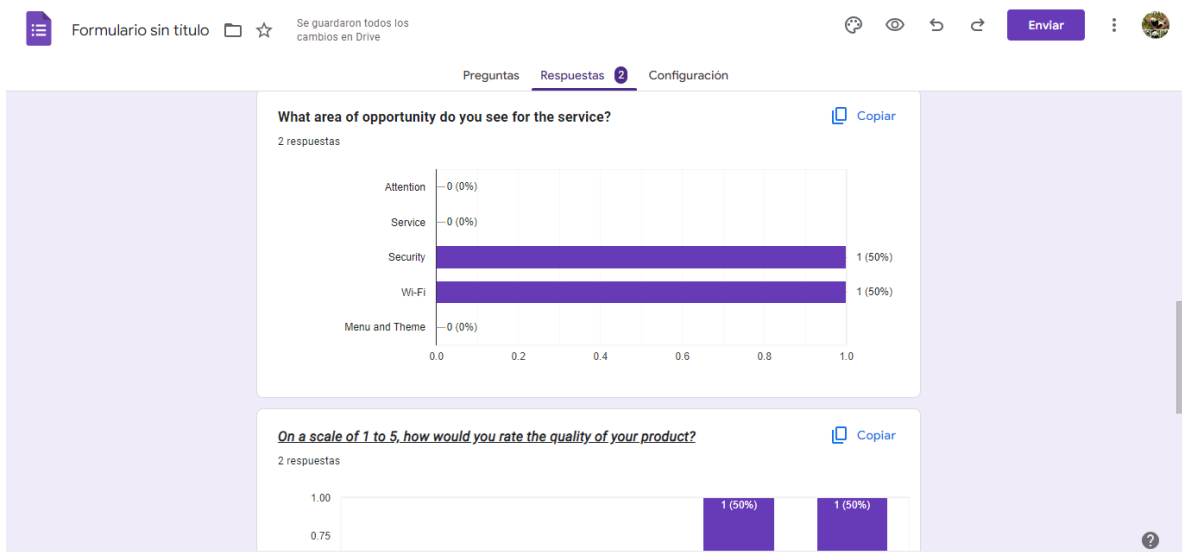
2 respuestas



What would you like to see improved?

1 respuesta

Garden games



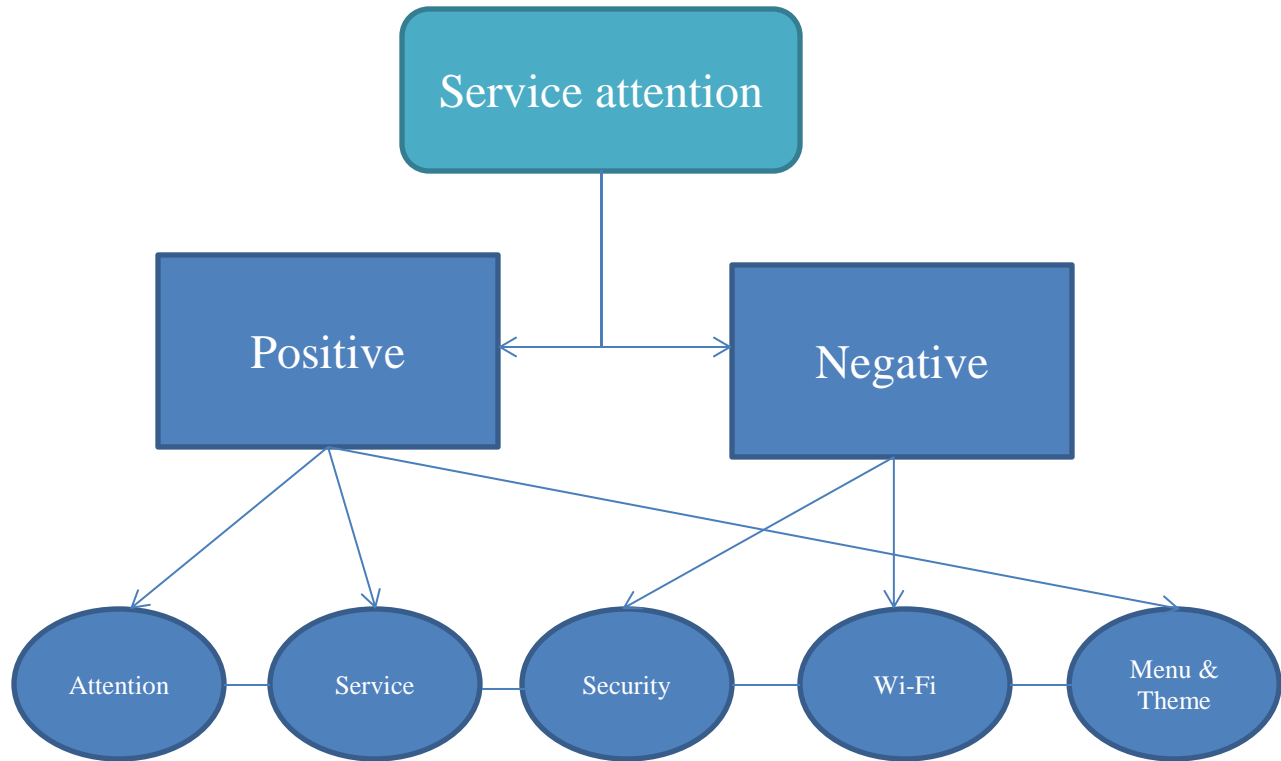
Formulario sin título (Respuestas) Guardado en Drive

Archivo Editar Ver Insertar Formato Datos Herramientas Extensiones Ayuda

100% Predet... 10

A1	A	B	C	D	E	F	G	H	I
1	Marca temporal	How satisfied are you with the service provided by our consultants?	What would you like to see in the future?	What area of opportunity do you see for the service?	On a scale of 1 to 5, how would you rate the quality of your product?	On a scale of 1 to 5, how would you rate the service provided by our consultants?	Dirección de correo electrónico		
2	12/1/2024 13:23:33	4	Wi-Fi	Security	5	5	alleccv4@gmail.com		
3	12/1/2024 13:25:43	3	Garden games	Security	4	3	fernando.com888@hotmail.com		

Conceptual map of opinions



Conclusion.

In conclusion, this type of tool will allow us to learn to take advantage of and identify the opportunities we have to improve day by day, to offer quality customer service that allows us to maintain good communication with our customers, find and identify areas of opportunity that allow us to maintain the loyalty of our customers.

Git-Hub link: <https://github.com/Chifer888/Ingles-para-negocios-2.git>

References

García, F. (2023, 29 septiembre). *Atención al cliente: qué es, importancia y tips para mejorar*.

Cliengo Blog. <https://blog.cliengo.com/buenas-practicas-de-atencion-al-cliente-conversando-con-nuestro-equipo-de-customer-success/#que-es>