

## Entrepreneurship class Participation Task (217-9221)

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Q.1: What is customer service? Give two examples of different aspects of customer service. (2 marks)

Ans:

customer service is a series of activities designed to deliver customer satisfaction by understanding and meeting or exceeding customer needs.

Examples:

1. Ease of use: Designing services that are easy for customers to access and use.
2. After-sales service: Following up to ensure the customer had a satisfactory experience and offering further assistance or relevant services.

Q.2: Explain how each of the elements of TNT's customer Promise relates to customer service. (4 Marks)

Ans:

"Friendly voice at the end of the phone" - Directs customers to knowledgeable staff, making interactions personable and helpful.

"Resolve problems promptly" - Ensures customer issues are dealt with quickly, reducing dissatisfaction (e.g., damaged parcels are intercepted and repackaged).

"Not to over-promise" - Builds trust by setting realistic expectations

and being transparent when issues arise.

"To keep our promise" - Promotes accountability, as performance standards are set from the top and communicated across the organization.

Q.3: Using the TNT website, identify three additional examples of ways in which TNT provides quality customer service. (6 marks)

Ans:

Online parcel tracking (24/7): Customers can monitor the status of their consignments in real-time.

Custom delivery options: Services like door-to-door delivery and online rescheduling provide flexibility.

Customer feedback mechanism: TNT's website includes a feedback form to collect and respond to customer opinions and concerns.

Q.4: Evaluate how developing its employees enables TNT to benefit its customers. What drawbacks might there be for the organisation? (8 marks)

Ans:

Benefits:

Enhanced service quality: Skilled employees can deliver a consistent and high-quality customer experience.

Employee engagement: Training fosters motivation, leading to better customer interactions.

Internal promotions: 70% of supervisors are promoted internally,

ensuring experienced staff handle key roles.

Two-way commitment: Employees feel valued and are more likely to stay, reducing turnover and maintaining service continuity.

Drawbacks:

Cost: Training programs, foundation degrees, and apprenticeships require financial investment.

Time-consuming: Employees may need time away from regular duties to undergo training, which might temporarily affect productivity.

Risk of attrition: Skilled employees might leave for competitors, leading to a loss of investment.