

Activity 1 - Customer Service Practices

Business English 2

Software Development Engineering

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Introduction.

Customer service is a crucial element in the success of any business. Customer service practices refer to the strategies and techniques that companies use to interact with their customers, solve their problems and satisfy their needs. These practices can range from direct communication, such as phone calls and emails, to the use of self-service technologies. The primary goal is to provide a positive customer experience, which can result in increased loyalty and repeat business. Companies that prioritize customer service often see an increase in customer satisfaction, which can lead to better reviews and referrals. Some effective customer service practices include active listening, prompt response to customer inquiries, efficient problem resolution, and regular training of customer service staff. Ultimately, effective customer service practices can have a significant impact on a company's growth and profitability.

Description.

Customer service practices are a set of strategies and techniques used by companies to interact with their customers and meet their needs. These practices may include direct communication with customers, problem solving, complaint management and quality service delivery.

Direct communication with customers is essential to understand their needs and expectations. This may involve the use of communication channels such as email, social media, telephone and live chat.

Problem solving is another important customer service practice. When a customer has a problem with a product or service, the company must be able to resolve it efficiently and effectively.

Complaint handling is a crucial part of customer service. Companies must have systems in place to handle customer complaints in a timely and fair manner.

Finally, quality service delivery is critical to customer satisfaction. This can involve delivering products in a timely manner, providing high quality services, and ensuring that products and services meet customer expectations.

In short, customer service practices are essential to the success of any business. By focusing on communication, problem resolution, complaint management and quality service delivery, companies can improve their relationship with customers and increase customer satisfaction.

Justification.

Customer service practices are critical to the success of any business. Exceptional customer service can set a company apart from its competition.

First, effective customer service can lead to increased sales. When customers feel valued and appreciated, they are more likely to purchase more products or services. In addition, satisfied customers tend to be loyal and can provide free advertising through word-of-mouth.

Second, good customer service practices can enhance a company's reputation. In the digital age, customer reviews spread quickly through social media and online review platforms. A single negative customer experience can damage a company's reputation.

Finally, effective customer service can lead to higher customer retention. It is more costly to acquire new customers than to retain existing ones. By providing excellent customer service, companies can retain existing customers and reduce costs.

In summary, customer service practices are essential to increasing sales, improving company reputation, and retaining customers. Therefore, all companies should strive to provide exceptional customer service.

Development:

Project.

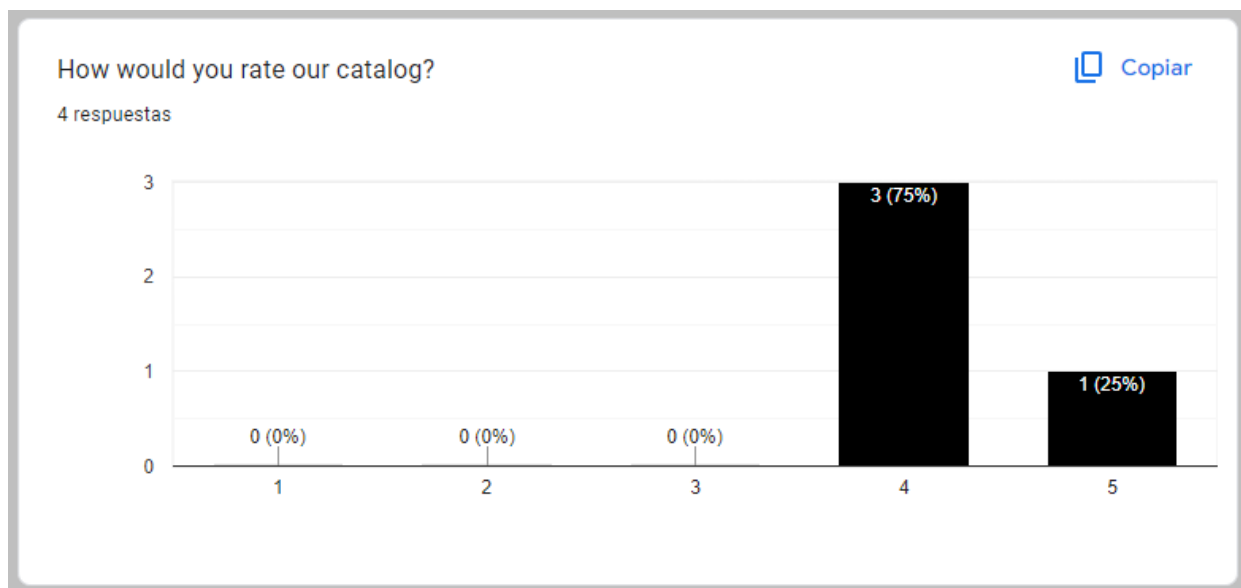
"Moda Geek Plus is a unique business that specializes in clothing for plus size individuals with a love for geek culture. Our goal is to provide high quality, stylish clothing that celebrates both size diversity and a passion for video games, comics, sci-fi, fantasy and more.

Our products include t-shirts printed with graphics of your favorite characters, themed hoodies, comfy pants, comic book print dresses and more. Each piece of clothing is designed with comfort and style in mind, ensuring that every customer feels confident and fashionable.

In addition to apparel, "Moda Geek Plus" also offers accessories such as hats, backpacks and socks to complete your geek look. Our friendly and knowledgeable staff is always ready to help customers find the perfect fit and discover new products they will love.

At Moda Geek Plus, we believe that everyone, no matter what size, should be able to express their love of geek culture in style - come discover your new favorite outfit today!

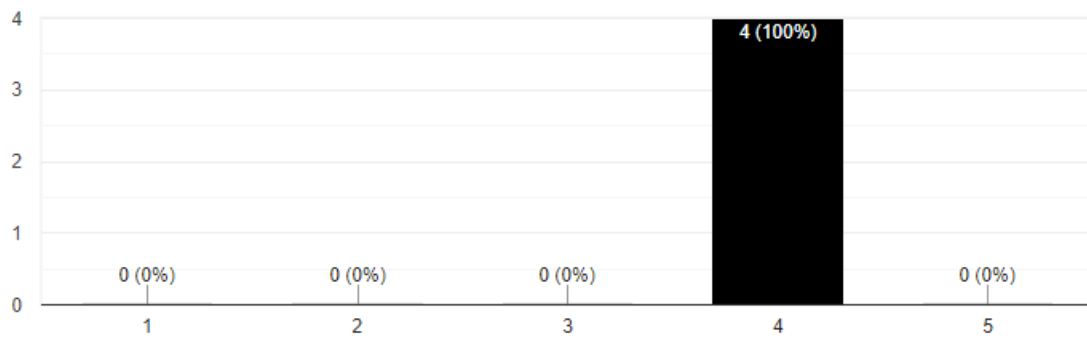
Questions and answers.



How satisfied are you with the quality of the products?

 Copiar

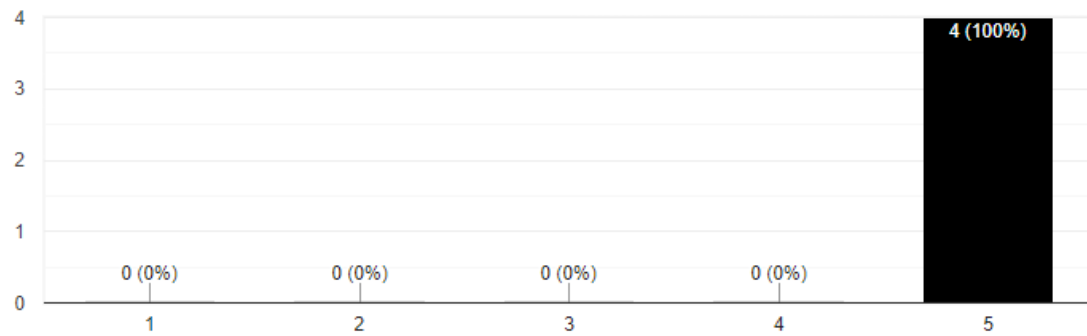
4 respuestas



How likely are you to recommend Moda Geek Plus to a friend or family member?

 Copiar

4 respuestas



What logo would you like to use? *

☐ Option 1



☐ Opción 2



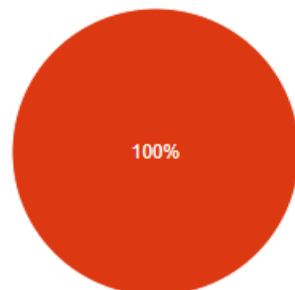
☐ Option 3



What logo would you like to use?

 Copiar

4 respuestas

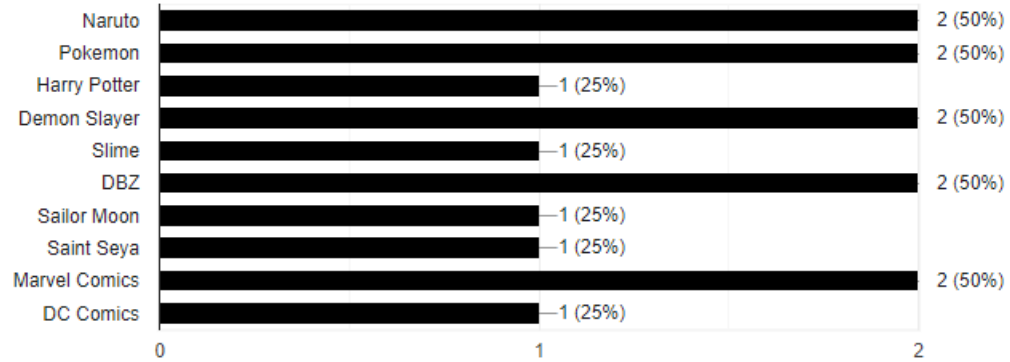


☐ Option 1
☒ Opción 2
☐ Option 3

Which of the following lists would you like to see as our next collection?

 Copiar

4 respuestas



In short words, could you tell us how we can improve?

4 respuestas

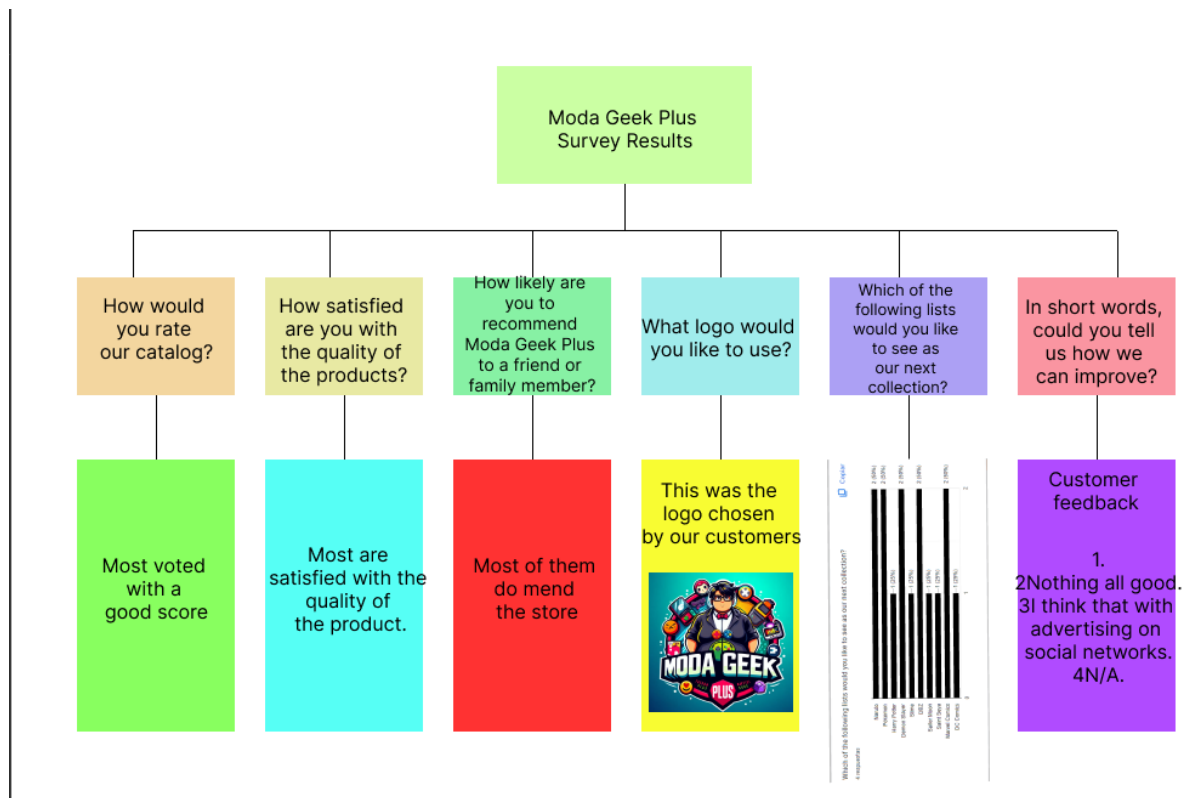
.

Nothing all good

I think that with advertising on social networks

N/A

Conceptual map of opinions.



Conclusion.

Customer service is a key factor for the success of any company, as it influences customer satisfaction, loyalty, and reputation. To provide good customer service, it is necessary to apply a series of techniques to establish a positive and lasting relationship with customers, such as:

- Personalized treatment: using the customer's name, adapting to their needs and preferences, offering them tailor-made solutions.
- Friendly attention: maintaining a positive, cordial, and respectful attitude, transmitting confidence and security, thanking and acknowledging the customer.
- Active listening: pay attention to what the customer says, ask questions to clarify doubts, show interest and empathy, and avoid interruptions and distractions.
- Effective communication: use clear, simple, and appropriate language, avoid jargon and technical jargon, confirm the customer's understanding, give feedback, and follow-up.
- Problem-solving: identify and analyze the customer's problem, offer alternatives and benefits, solve it quickly and efficiently, and verify customer satisfaction.

These customer service techniques not only contribute to improving the customer experience but also generate value for the company by building customer loyalty, increasing sales, differentiating from the competition, and improving brand image. Therefore, customer service is an essential practice that must be implemented and constantly improved by companies.

References.

Video of tutorial 1.

Bing.

Figma.

<https://docs.google.com/forms/d/e/1FAIpQLSc19RuSmujc7sSPFjxnHzK0CfwQZuluccMy42WzuSlZSL22aQ/viewform?vc=0&c=0&w=1&flr=0>