

Activity 1 – Customer service practices

Business English II

Engineering in Software Development

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Introduction

Customer service is the actions and support that a company offers to its customers to establish a relationship of trust, either before, during, or after a purchase. This service ranges from resolving doubts or problems to listening to suggestions or complaints.

In this activity, we will address the importance of providing good customer service in any business to keep customers and gain an advantage in today's competitive market. We will make a form that allows us to know the experience provided to customers of a business, project, or idea and analyze their responses to constantly improve. Through this activity, we expect to learn different techniques and tools that can help us to identify the areas of opportunity that we have concerning the service provided to customers, as well as analyze them and be able to apply the necessary improvements to our product or process to obtain an excellent customer service.

Description

In the context presented for this activity, it is explained that customer service is the act by which companies attend to the needs and welfare of their customers. To achieve this, it is essential to offer the best service and high-quality assistance, this can be achieved by identifying the key points to improve customer service practices. This part is very important since we must consider that one of the key points for the success of any type of company is to have good customer service since this factor allows us to differentiate ourselves and gain the preference of potential buyers of our services. Considering this context, to develop this activity we must think of a business, company, project, or own idea and according to the service or product offered conduct a survey of five questions to identify areas of opportunity for the company. Once the survey has been carried out, the results should be noted down and based on them a conceptual map should be drawn up to reflect the positive and negative opinions of the customers.

Justification

Currently, some different companies and businesses offer the same products or services, which generates high expectations from customers. Meeting these expectations is very important because it allows customers to be convinced of the value a company offers. For this reason, knowing the opinion of customers becomes paramount for any company. Their satisfaction is of great importance, as the more satisfied they are, the more likely they are to recommend the company to other users and re-purchase the products or services offered. It is essential to keep in mind that customer dissatisfaction can represent losses for the company, as unhappy customers can opt for competition and share their negative experiences. Satisfaction surveys are the ideal tool to determine customer satisfaction regarding products, services, or simply about the overall impression of a company. By applying these surveys companies can identify customer needs and solve any problems related to the product or service, thus improving the customer experience and strengthening the relationship with them.

Development


Project

Coppel recruitment

For Coppel, human capital is a very important factor. An effective and simple recruitment of candidates contributes to having satisfied workers and committed to the attention and service that is provided to customers. For this reason, this project aims to know the opinions of candidates to identify areas of opportunity in the recruitment process and improve them, as well as maintain and strengthen the practices that are being carried out correctly.

Survey

Here is the survey in which we valued some of our costumers' opinions:



Coppel recruitment

This is a satisfaction survey that allows you to know your experience in the recruitment process, we ask you to be very honest in your answers since your opinion allows us to improve day by day.

Which office did you process? *

Texto de respuesta corta

Is this your first time running for a position at Coppel? *

☐ Yes

☐ No

How did you find out about the position you're running for? *

☐ Social networks

☐ Flyer

☐ Peripheral

☐ Posters

☐ Recommendation of another employee

☐ Other

When you came to our offices, did they give you the necessary information on the documentation and the process to apply for the vacancy? *

☐ Yes

☐ No

Considering the time of the evaluations and the interview, he scores from 1 to 5, where 5 is very fast and 1 is very slow. How would you rate the time it took you to complete the process? *

☐ 5

☐ 4

☐ 3

☐ 2

☐ 1



Compared to the recruitment process of other companies, do you think our process is easier or more difficult? *

☐ Easier

☐ Toughest

Please help us with a comment that allows us to improve your satisfaction with our recruitment process. *

Texto de respuesta larga

Link to the survey:

https://docs.google.com/forms/d/e/1FAIpQLScGuaWf7QMY94KTPHI1XtDceMXyiUZdLCLW1OrJP7fvIFuX_g/viewform?usp=sf_link



Preguntas Respuestas **5** Configuración

Puntos totales: 0

5 respuestas

Ver en Hojas de cálculo

Se aceptan respuestas



Resumen

Pregunta

Individual

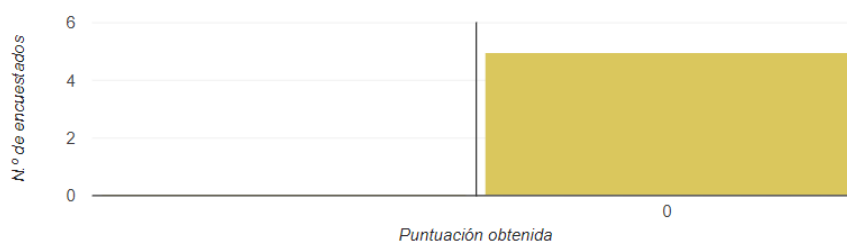
Estadísticas

Normal
0/0 puntos

Valor medio
0/0 puntos

Intervalo
0-0 puntos

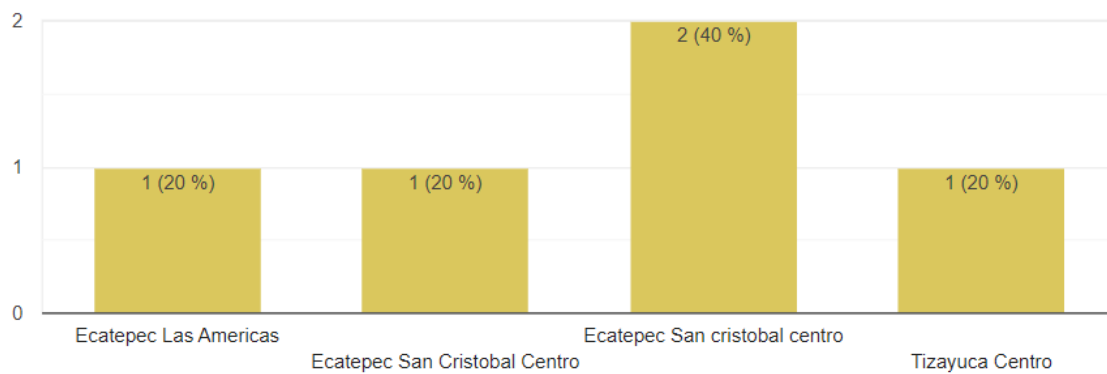
Distribución de las puntuaciones totales



Which office did you process?

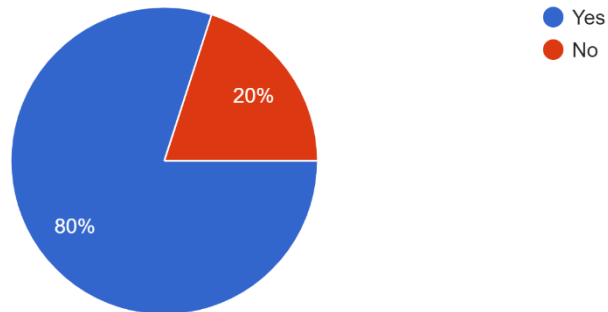
Copiar

5 respuestas



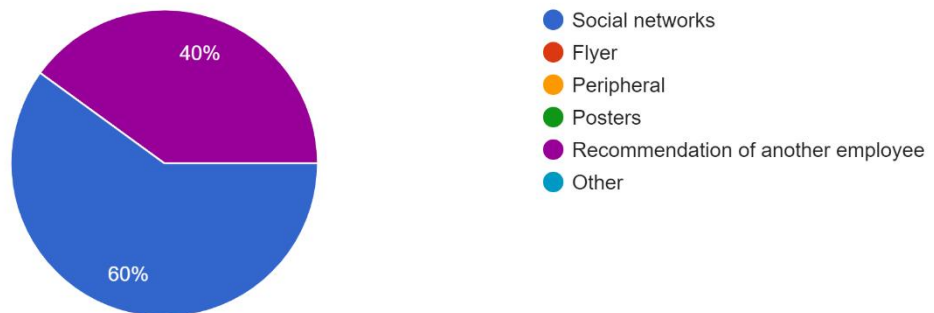
Is this your first time running for a position at Coppel?

5 respuestas



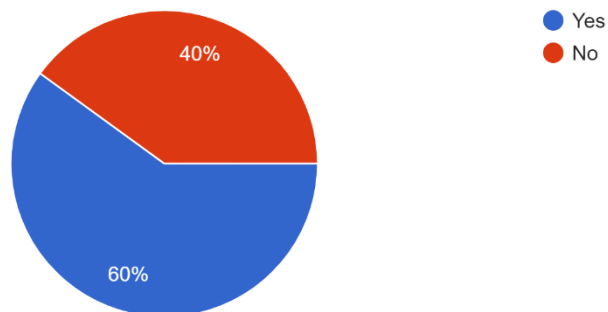
How did you find out about the position you're running for?

5 respuestas



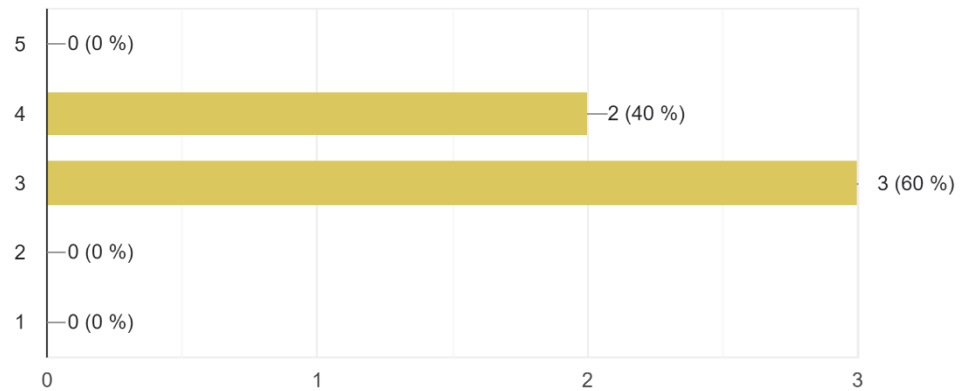
When you came to our offices, did they give you the necessary information on the documentation and the process to apply for the vacancy?

5 respuestas



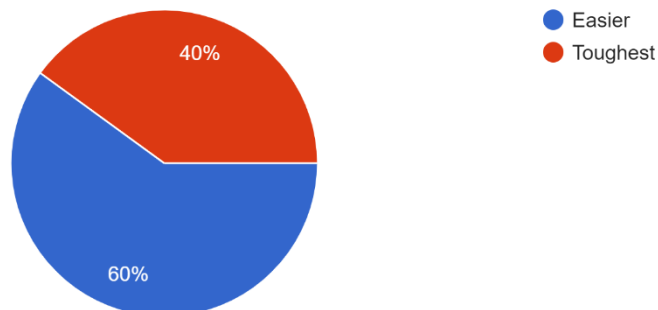
Considering the time of the evaluations and the interview, he scores from 1 to 5, where 5 is very fast and 1 is very slow. How would you rate the time it took you to complete the process?

5 respuestas



Compared to the recruitment process of other companies, do you think our process is easier or more difficult?

5 respuestas



Please help us with a comment that allows us to improve your satisfaction with our recruitment process.

5 respuestas

I believe that evaluations should be faster as they take a long time to sign up and finish

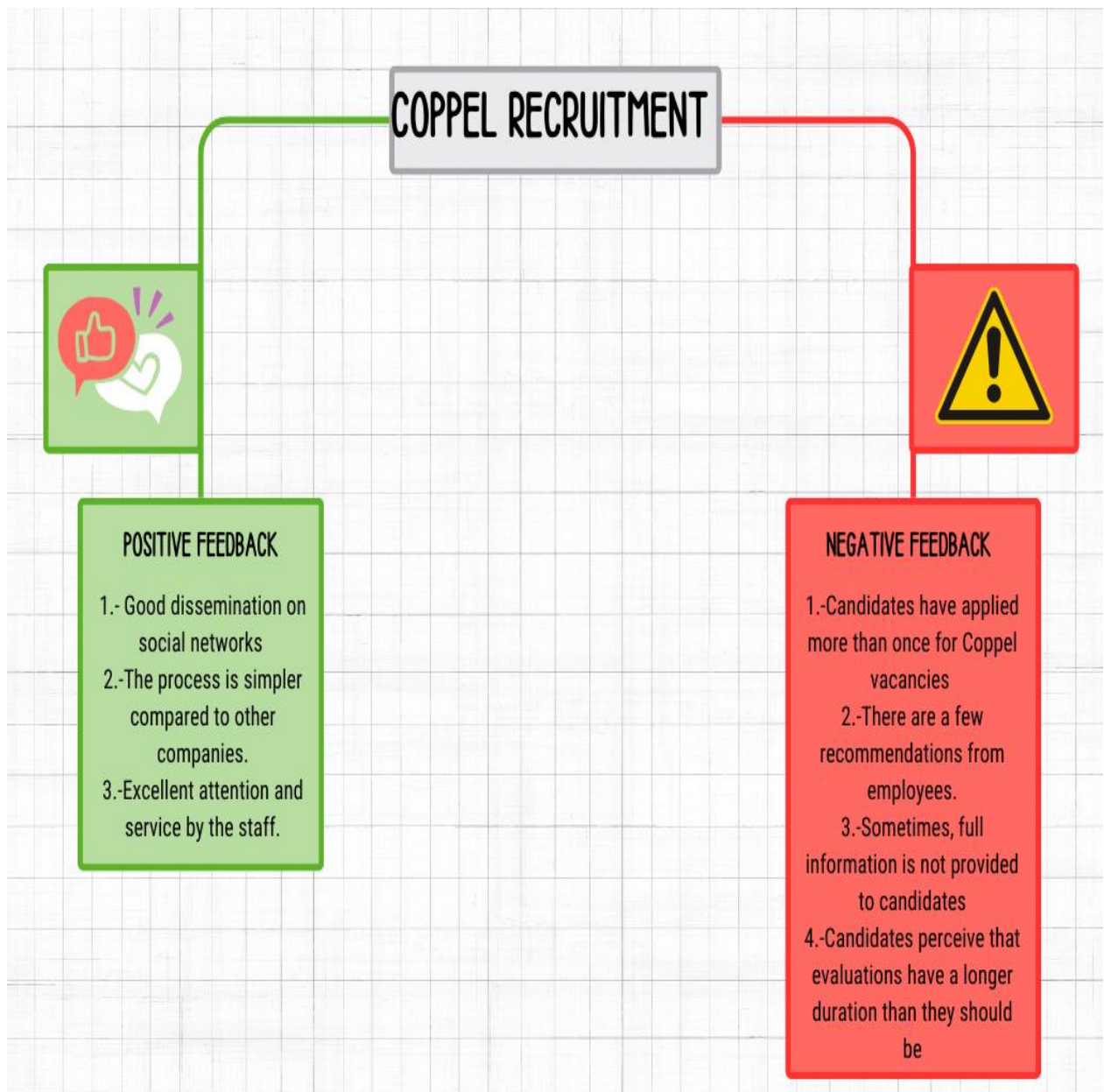
The staff are very friendly and patient to explain the process

I was treated very well, but I consider the evaluations are very long

Has a good attention and explain the process well

They serve you well, but I consider that the evaluations can be faster

Concept Map



- Introduction

Untitled document

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150 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

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- Delivery · Formality

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- Description

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In the context presented for this activity, it is explained that customer service is the act by which companies attend to the needs and welfare of their customers. To achieve this, it is essential to offer the best service and high-quality assistance, this can be achieved by identifying the key points to improve customer service practices. This part is very important since we must take into account that one of the key points for the success of any type of company is to have good customer service since this factor allows us to differentiate ourselves and gain the preference of potential buyers of our services. Taking into account this context, to develop this activity we must think of a business, company, project, or own idea and according to the service or product offered conduct a survey of five questions to identify areas of opportunity for the company. Once the survey has been carried out, the results should be noted down and based on them a conceptual map should be drawn up to reflect the positive and negative opinions of the customers.

181 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

Premium suggestions available:

- Correctness · Punctuation, Grammar
- Clarity · Clarity
- Engagement · Vocabulary
- Delivery · Tone suggestions

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- Justification

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Currently, some different companies and businesses offer the same products or services, which generates high expectations from customers. Meeting these expectations is very important because it allows customers to be convinced of the value a company offers. For this reason, knowing the opinion of customers becomes paramount for any company. Their satisfaction is of great importance, as the more satisfied they are, the more likely they are to recommend the company to other users and re-purchase the products or services offered. It is essential to keep in mind that customer dissatisfaction can represent losses for the company, as unhappy customers can opt for competition and share their negative experiences. Satisfaction surveys are the ideal tool to determine customer satisfaction regarding products, services, or simply about the overall impression of a company. By applying these surveys companies can identify customer needs and solve any problems related to the product or service, thus improving the customer experience and strengthening the relationship with them.

161 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

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- Correctness · Punctuation
- Engagement · Vocabulary

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- Project

Untitled document

For Coppel, human capital is a very important factor. An effective and simple recruitment of candidates contributes to having satisfied workers and committed to the attention and service that is provided to customers. For this reason, this project aims to know the opinions of candidates to identify areas of opportunity in the recruitment process and improve them, as well as maintain and strengthen the practices that are being carried out correctly.

71 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

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- Engagement · Vocabulary

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- Conclusions

Untitled document

Through this activity, we had the opportunity to create a form based on a project to improve the service we offer to customers. We were also able to analyze the responses to find positive and negative comments. As we can see, making a form with the Google tool is a very simple process, since it allows you to modify the type of question without any limitation. However, it is important to ask the right questions to know the necessary information that allows us to analyze the comments of our customers. It is also essential to recognize that the analysis of comments is very important to identify areas of opportunity and work on them, always to improve and offer quality customer service, thus achieving their permanence. This knowledge is very valuable in different contexts since it can be applied both in the current work to continue improving the service, and in future technological projects or to attract potential investors.

158 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

Premium suggestions available:

4 Engagement - Vocabulary, Variety

3 Correctness - Punctuation, Consistency

2 Clarity - Clarity

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Conclusions

Through this activity, we had the opportunity to create a form based on a project to improve the service we offer to customers. We were also able to analyze the responses to find positive and negative comments.

As we can see, making a form with the Google tool is a very simple process, since it allows you to modify the type of question without any limitation. However, it is important to ask the right questions to know the necessary information that allows us to analyze the comments of our customers. It is also essential to recognize that the analysis of comments is very important to identify areas of opportunity and work on them, always to improve and offer quality customer service, thus achieving their permanence. This knowledge is very valuable in different contexts since it can be applied both in the current work to continue improving the service, and in future technological projects or to attract potential investors.

Link GitHub: <https://github.com/KathyaCh/Customer-service-practices.git>

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