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**Unit 2 Guided Practice 1 Worksheet**

**Introduction**

Throughout this unit, you will learn how to build enduring, strong customer relationships that are

based on principles of trust, responsibility, loyalty and satisfying customer needs. This is

important to an organization because as organizations move towards a more quality and service

oriented industry, a crucial element of success will remain aligned with customer loyalty.

To demonstrate the power of loyalty view the video:

**Customer Service vs. Customer Experience**

*Take notes while you watch the video on what you see and note any questions*

*that you have about the content before answering the question below.*

1. Make a list of five (5) business your team goes to on a regular basis and why you return.

Describe the rational for your loyalty- is it because they are fast, cheap, luxury, customer

service, and user friendly or for quality.

**Business | Why?**

|  |  |
| --- | --- |
| Paramount | Relation, Luxury, Quality, Internal network, Company relation |
| Nearby Restaurants | Reliability, Distance, Quality, Luxury, Customer Service |
| Food Carts | Cheap, fast service, Customer Service |
| Company Cafeteria | Good Customer service, reliability, Convenience |
| Company Provided Services | Good Service, Good Customer Service, Reliability, Convenience, Network |

Now, let us look at internal customers. Within an organization, help desk personnel play a

critical role in ensuring internal customers remains satisfied with technical resources and

building loyalty. “Fostering employee loyalty is essential for long-term success of any business.

Not only will it decrease turnover costs, it can also boost productivity Increase efficiency...”

(Halvorson, 2013).

Review,

10 steps to increasing employee loyalty. Afterwards, answer the questions below before continuing.

2. Make a list of five (5) businesses you go to on a regular basis and why you return to them.

**Business | Why?**

|  |  |
| --- | --- |
| Walmart | Cheap, fast, reliability & variety |
| Macy’s | Reliability, customer service, variety, sales |
| $.99 Pizza | Cheap, fast service, consistent |
| Barber shop (personal) | Good Customer service, reliability, good work |
| Vimbly | Good Service, Good Customer Service, Reliability, User friendly |

3. Compare and contrast the list of ways organizations build a sense of loyalty with internal

and external customers.

Like automobiles, computers, networks and cyber security features too are becoming

increasingly more complex. Making the role of help desk the front line for internal customers

who are struggling to complete technical tasks. To do this, support personnel must have high-

end customer-service skills and in-depth technologies and problem solving management.

An employee with a systems problem should be treated just like a consumer returning a lawn

mower. Our job is to make each help call a pleasant, nonthreatening experience. —Andrew

Delany, help desk manager for Home Depot

The quote above comes from your reading assignment. As part of your reading assignment

from Unit 1, you were to read Offer Helps Desks to Build Customer loyalty. If you have not done

this do so now and then answer the question below before continuing.

The role of help desk support is to give outstanding technical service to internal technically

weary customers.

4. Make a list of five (5) specific ways It Help Desk can increase internal customer loyalty.

1. Practicing good communication habits
2. Always be objective, analyze customer patterns & personality to best assist their needs.
3. Being up to date with technology trends, business support products to provide recommendation.
4. Being technically strong to directly assist customer
5. Being able to resolve the issue on the first time in a timely manner, maintaining good communication with the client.

5. Compare and contrast the three (3) lists you made within this assignment, and then

identify the similarities and differences.

In comparison, most of the destinations I picked are either chosen for a good experience or convenience. When the goal is to create a good experience, then: luxury, service, quality becomes more important factors. In contrast, the destinations I chosen for convenience; cheap, reliability, location & fast service become more important factors. Usually, I go after convenient service when I am alone.

In both diagrams, customer service is important for both charts. In the team chart, Luxury & Quality experience is important. In the self-individual chart, cheap & fast service are important.

Comparing both list with the last customer service list, we can see that support comes from being a professional in all aspects of customer service. Business that can provide clear communications with their products can achieve better relation and business from their clients.

6. From your reading assignment, provide examples of how different organizations have

made help desk technician’s leaders in building employee loyalty. Cite your response.

Upload your worksheet to your course submission page for this assignment.

According to the article, the best leadership require building trust with your employees:

* **Leadership should be confident about their goals & achieve higher heights.**

*Providing insight to new products in development and new opportunities for advancement in the company. This will constantly motivate employees to do their best work.*

* **Leadership should be enthusiastic about the future, always working towards a goal.**

*Being enthusiastic about the future will ensure security of full-time employees in the company, knowing that they will have job security, stability & opportunity to work with new products or technology.*

* **Leadership should be enthusiastic about using new products & encourage growth within the company by providing gradual advancements, rewards and recognition.**

*Providing rewards and recognition for good work and effort will encourage competition between*

*employees to grow and develop in their own role.*

* **Good leaders in a company understand how to build good relation & trust with their employees This way, they can receive the best work from their employees.**

*Building good relation & trust with employees will maintain the hierarchy, open communication & good relationship. This can lead to a healthy work environment. Often times, employees complain that work is just work & there is no enjoyment, reward or recognition for the work that they provide.*

* **Good leaders understand that trust is a two-way street, employers must trust the judgement and respect the thoughts of their employees to better improve the company’s interest.**

*In order to grow a company, it has to be able to adapt from the experience of employees coming from different work environments. Leaders must create a catalyst to retrieve ideas to evolve their department demands.*