**Breakout session 5**

**Assignment** – 04/03/2022

**Members of the group**

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**Task – 1**

**Amazon**

* Free shipping above a certain limit, automatic refunds, price guarantees – Amazon is among the top customer service leaders for obvious reasons.
* It is easy to reorder and order return policy.
* Amazon has built a brilliant and intuitive user interface that everyone can use at ease.

**Apple**

* Apple is the brainchild of the man who epitomized excellent customer service, Steve Jobs.
* Apple even operates a personalized support portal where you can view every Apple product you have ever bought and receive support for the same.

**Disney**

* They refer to customers as “guests” and take every measure to treat them as such.
* They are devoted to the language they use similar to Ritz Carlton.

**Starbucks**

* They Know their customer’s name and who they are.
* Remember their previous orders.
* Create new ideas based on customer feedback.

**Publix**

* Publix the supermarket chain has a reputation for acing customer service in its own right.
* They take inputs from local customers, stock items that they request, and make the shopping experience quite pleasing.
* Publix stood for what they think should be the priority – service. Price and quality follow.

**Task – 2**

**Harman Mission**

At HARMAN, we combine passion and purpose to design and deliver smart products, systems, software and services that connect people wherever they are. returns.

**Harman Vision**

To make life more connected, entertaining, personalized and productive.

**Harman Values**

Integrity

* Doing what is right without compromise.

Inclusion

* Bring diverse individuals and ideas together.

Team Work & Respect

* Cultivate relationship and reciprocity.

Innovation

* Identify customer needs and find solutions.

Excellence

* Identify customer needs and find solutions.

We align ourselves to be in a Customer Centric Environment by the following ways :-

* We have to communicate the customers with our full heart.
* We can use customer data to understand buying behaviour, interests and engagement.
* We need to build a long lasting relationship with them.
* We can identify opportunities to create products, services and promotions for our best customers.
* We have to listening to the customers.
* Remembering Customer perception in reality.
* Monitor customer interactions.
* By providing better customer Relationship we can increase our benefits and we can build the products based on their requirements
* Respect the customers, offer them a great service.