Hand in through Moodle drop box, due date listed on Moodle.

1. What could you specifically do to communicate to your coworkers the importance customer service has on performance and profits?

I would tell them a story. I was once asked to leave my backpack at the front of a Canadian Tire after I had just turned my car over for repairs. I walked right back to the counter, asked for my keys back and left. That bit of rudeness cost them hundreds of dollars.

1. When is it appropriate to ask your boss to assist you with a difficult customer?

If they are asking for a resolution that I can't authorize or when they are being abusive.