

# **Activity 1 - Customer service practices**

## **Business English II**

## **Engineering in Software Development**

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## **1 Introduction**

We are currently living in the digital era and customer experience for every company, is what should be the pillar of its success, it should be noted that the importance of the customer for companies, is supported by the multiple surveys and statistics carried out all over the world where it is the same customer who asks and demands every day a better service than in the past.

The time of pandemic in 2020 triggered the demand for digital issues, all business aspects were forced to incur digital or declare bankruptcy due to a lack of customers, hence the companies were more concerned with giving better service and attention to their customers and had to demand more subject of excellence in customer service, because if they did not run the risk of losing their business and just as the importance of the customer has grown for every company, has also grown the demand of customers to have a better product, but above all excellent care for them. It is no longer important the price as in other times, today the important thing is the service.

## **2 Description**

For this activity and with the main purpose of knowing the real opinion of the client on a specific brand or business a survey will be made to know the areas of opportunity of that business, this survey will consist of five questions focused primarily on customer care. Extracting this data will provide a conceptual map with the positive and negative opinions of the clients to whom the survey is made, in addition to presenting the graphs of each of the answers obtained from each client for each question asked, to know the key points or elements to improve the quality of customer service. whereas the importance of customer service is based on the act of meeting the needs and requirements of the customer, as well as the well-being and permanence of the company, the purpose of this survey is to look for these main attributes and benefits of both the company and the customer.

## **3 Justification**

As mentioned above, customer care and service are the most important parts of any company, which is why this issue is considered the main for the development of the present activity and focused on this strategy, it is considered part of the continuous improvement of the companies to focus all their effort and to maintain, improve and exceed the expectations of the customer considering their main focus is customer service and service. With the application of satisfaction surveys we managed to understand what are the requirements and needs of customers for a long time already, most companies are focused on knowing the customer's

opinion, placing at the hand of the client complaint boxes and suggestions and nowadays taking advantage of technology, we choose to generate satisfaction surveys with digital tools such as Google forms, which helps us to create surveys that link to a table of data with which you can observe graphical reports of customer responses and give a clear idea of their needs.

## **4 Development**

One company that has undoubtedly had a lot of growth in recent years is OXXO, taking into account this company we will evaluate the needs of its customers in terms of care and service. This company has its origins in the year 1978 in the city of Monterrey and was created by the company Cerveceria Cuauhtémoc today has more than 20000 stores throughout the country, and also has a presence abroad with more than 2100 stores in cities such as Peru, Chile, Colombia and Brazil. Therefore, considering that it has a large number of stores, we chose to select this company to conduct a small survey on the perception that its customers have about care and service, obtaining the following results.

### **4.1 Project**

Below are screenshots of the survey that was done to some people:

OXO Satisfaction Survey

Preguntas Respuestas Configuración

☐ For the promotions

☐ By the prices

☐ Otra...

Considering the products and services offered by the store, what is your opinion of the brand? \*

☐ The best option, there is no other equal

☐ It's the best option so far, I'm still looking for alternatives

☐ It's a good choice, but there are better

☐ It is the option I choose when others do not have offers

☐ It is my last choice, I am not satisfied at all

Se guardaron todos los cambios en Drive

Enviar

OXO Satisfaction Survey

Preguntas Respuestas Configuración

How likely is it that you continue to shop in stores that often? \*

☐ Very likely

☐ Probable

☐ Unlikely

☐ Nothing likely

Taking into account your previous response (positive or negative), which of the following is the reason why you consider continuing to shop in stores? \*

☐ For the attention

☐ For the service

☐ For the products

Se guardaron todos los cambios en Drive

Enviar

OXOXO | Conócenos | Grammarly | p7-inglés-para-nego | Reverso | Traducción | OXOXO Satisfaction Su | (3) WhatsApp

docs.google.com/forms/d/13\_O1qL90QzOteQb\_ly8ldmvqrEVZPz6WsfexV38WpU/edit

Gmail YouTube Maps Drive IDS Referencias GDB online WhatsApp UCC XML Coppel Sigo Tableau GitHub Slack! Todos los marcadores

OXOXO Satisfaction Survey Se guardaron todos los cambios en Drive

Preguntas Respuestas Configuración

1. How often do you shop in stores? \*

☐ Monthly

☐ Fortnightly

☐ Weekly

☐ More than 2 times per week

☐ Rarely

How likely is it that you continue to shop in stores that often? \*

☐ Very likely

☐ Probable

05:00 p. m. 09/01/2024

OXOXO | Conócenos | Grammarly | p7-inglés-para-nego | Reverso | Traducción | OXOXO Satisfaction Su | (3) WhatsApp

docs.google.com/forms/d/13\_O1qL90QzOteQb\_ly8ldmvqrEVZPz6WsfexV38WpU/edit

Gmail YouTube Maps Drive IDS Referencias GDB online WhatsApp UCC XML Coppel Sigo Tableau GitHub Slack! Todos los marcadores


OXOXO Satisfaction Survey Se guardaron todos los cambios en Drive

Preguntas Respuestas Configuración

OXOXO Satisfaction Survey

Customer satisfaction survey for the OXOXO store

OXOXO Store



1. How often do you shop in stores? \*

04:57 p. m. 09/01/2024

OXXO Satisfaction Survey

Preguntas Respuestas Configuración

☐ It is my last choice, I am not satisfied at all

In general from 1 to 10, where 1 is anything satisfied and 10 totally satisfied, how satisfied are you with the attention and service of the shop? \*

1 2 3 4 5 6 7 8 9 10

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Again in the range of 1 to 10, how likely is it that I would recommend the store? \*

1 2 3 4 5 6 7 8 9 10

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

## 4.2 Questions and answers

Below is the form with the questions as reflected to customers, plus the answer section within the Google form and the Excel table capture where the answers were saved:



docs.google.com/forms/d/e/1

## OXXO Satisfaction Survey

Customer satisfaction survey for the OXXO store

drcksug@gmail.com [Cambiar cuenta](#)

No compartido

**\* Indica que la pregunta es obligatoria**

OXXO Store

1. How often do you shop in stores? \*

☐ Monthly  
☐ Fortnightly  
☐ Weekly  
☐ More than 2 times per week  
☐ Rarely

How likely is it that you continue to shop in stores that often? \*

☐ Very likely  
☐ Probable  
☐ Unlikely  
☐ Nothing likely

Taking into account your previous response (positive or negative), which of the following is the reason why you consider continuing to shop in stores? \*

☐ For the attention  
☐ For the service  
☐ For the products  
☐ For the promotions  
☐ By the prices  
☐ Otros: \_\_\_\_\_

Considering the products and services offered by the store, what is your opinion of the brand? \*

☐ The best option, there is no other equal  
☐ It's the best option so far, I'm still looking for alternatives  
☐ It's a good choice, but there are better  
☐ It is the option I choose when others do not have offers  
☐ It is my last choice, I am not satisfied at all

In general from 1 to 10, where 1 is anything satisfied and 10 totally satisfied, how satisfied are you with the attention and service of the shop? \*

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5   ☐ 6   ☐ 7   ☐ 8   ☐ 9   ☐ 10



1. How often do you shop in stores? \*

- ☐ Monthly
- ☐ Fortnightly
- ☐ Weekly
- ☐ More than 2 times per week
- ☐ Rarely

How likely is it that you continue to shop in stores that often? \*

- ☐ Very likely
- ☐ Probable
- ☐ Unlikely
- ☐ Nothing likely

Taking into account your previous response (positive or negative), which of the following is the reason why you consider continuing to shop in stores? \*

- ☐ For the attention
- ☐ For the service
- ☐ For the products
- ☐ For the promotions
- ☐ By the prices
- ☐ Otros: \_\_\_\_\_

Considering the products and services offered by the store, what is your opinion of the brand? \*

- ☐ The best option, there is no other equal
- ☐ It's the best option so far, I'm still looking for alternatives
- ☐ It's a good choice, but there are better
- ☐ It is the option I choose when others do not have offers
- ☐ It is my last choice, I am not satisfied at all

In general from 1 to 10, where 1 is anything satisfied and 10 totally satisfied, how satisfied are you with the attention and service of the shop? \*

- |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Again in the range of 1 to 10, how likely is it that I would recommend the store? \*

- |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Enviar

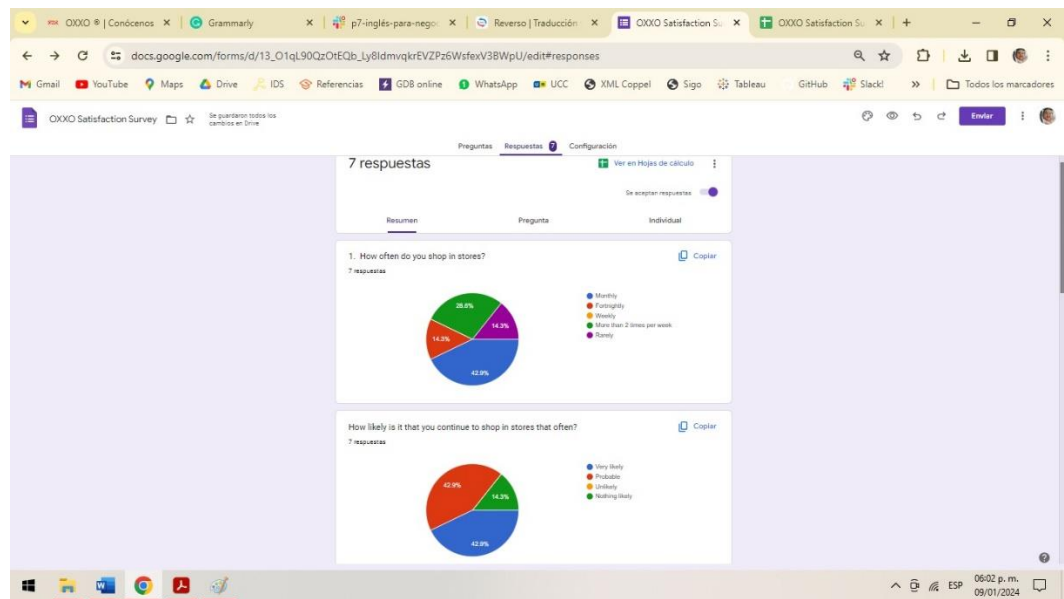
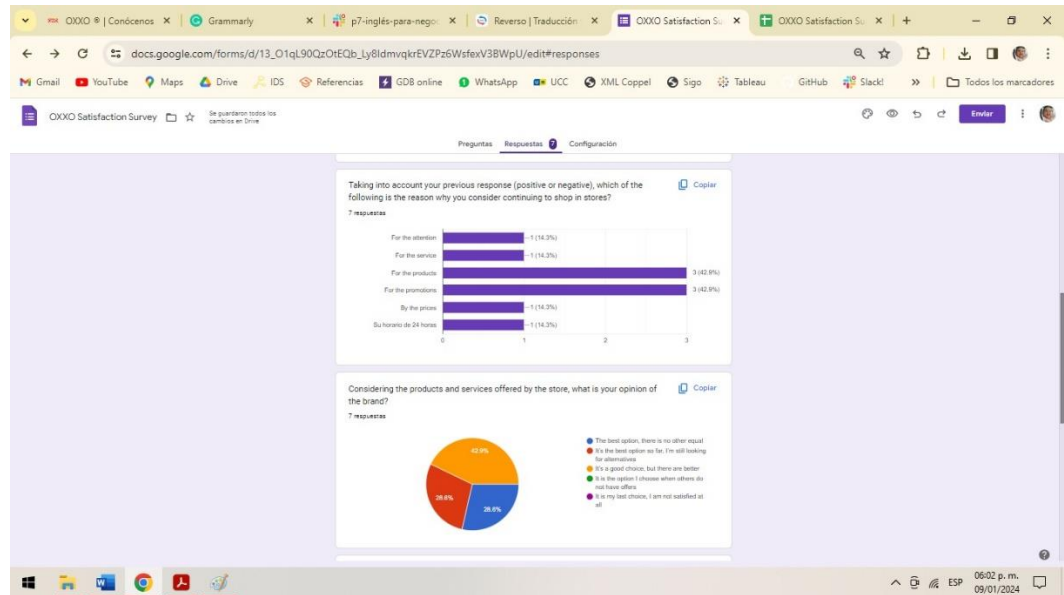
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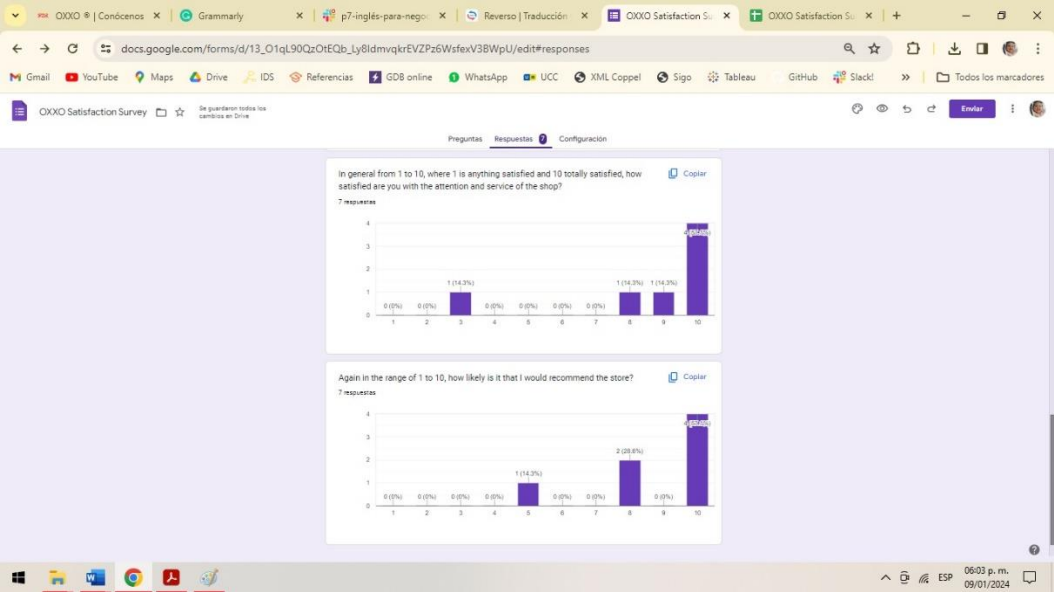
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Google Formularios







OXIO Satisfaction Survey (answers)

Archivo Editor Ver Insertar Formato Datos Herramientas Extensiones Ayuda

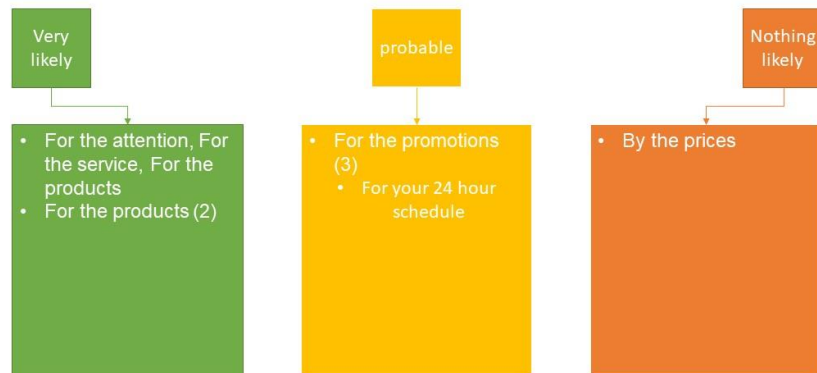
Menús 100% 121 Predet...

1	A	B	C	D	E	F	G	H	I	J	K
	Marca temporal	1. How often do you shop in stores?	How likely is it that you continue to shop in stores that often?	Taking into account your previous response (positive or negative), which of the following is the reason why you consider continuing to shop in stores?	Considering the products and services offered by the store, what is your opinion of the brand?	In general from 1 to 10, where 1 is anything satisfied and 10 totally satisfied, how satisfied are you with the attention and service of the shop?	Again in the range of 1 to 10, how likely is it that I would recommend the store?	Puntuación			
2	01/2024 19:50:08	Fortnightly	Very likely	For the attention. For the service. For the products	The best option, there is no other equal	10	10	10			
3	01/2024 17:02:05	Monthly	Probable	For the promotions	It's a good choice, but there are better	8	8	8			
4	01/2024 17:04:23	More than 2 times per week	Very likely	For the products	It's the best option so far, I'm still looking	10	10	10			
5	01/2024 17:10:18	More than 2 times per week	Very likely	For the products	It's the best option so far, I'm still looking	10	10	10			
6	01/2024 17:15:36	Rarely	Very unlikely	For the promotions	It's a good choice, but there are better	10	10	10			
7	01/2024 17:21:28	Monthly	Probable	For the promotions	The best option, there is no other equal	10	10	10			
8	01/2024 17:21:38	Monthly	Probable	For the promotions. Su horario de 24 horas	The best choice, but there are better	10	10	10			
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Respuestas de formulario 1

### 4.3 Conceptual map of opinions

With the information shown in the questions and answers section we can make a conceptual map in which the answers to question 2 will be considered in which the customer lets us know how likely he would return to the store and question 3 is considered, 4, 5 and 6 as the causes of your satisfaction or dissatisfaction, this is shown with the following conceptual map:

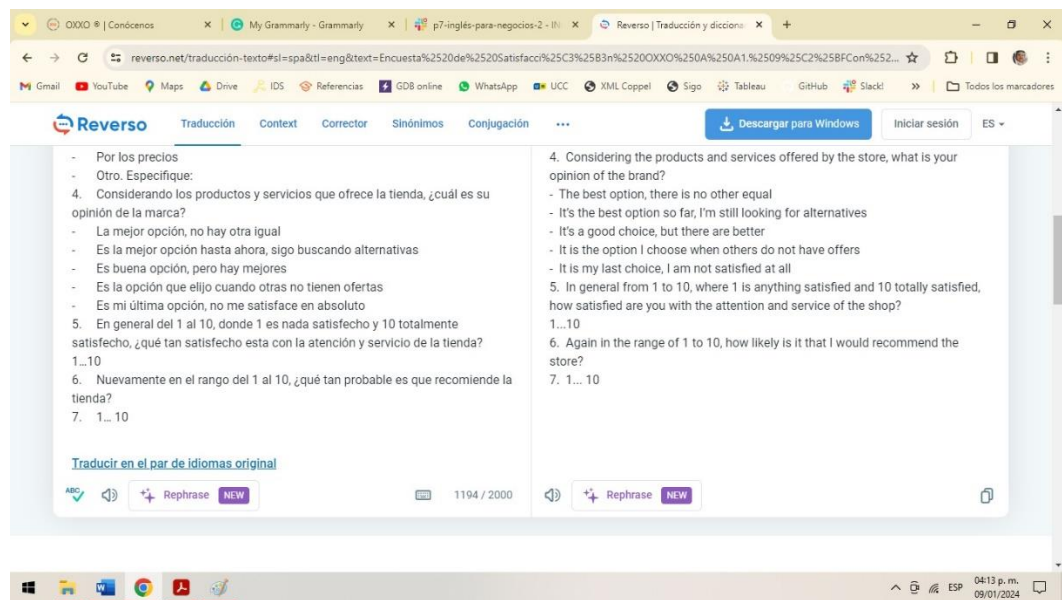


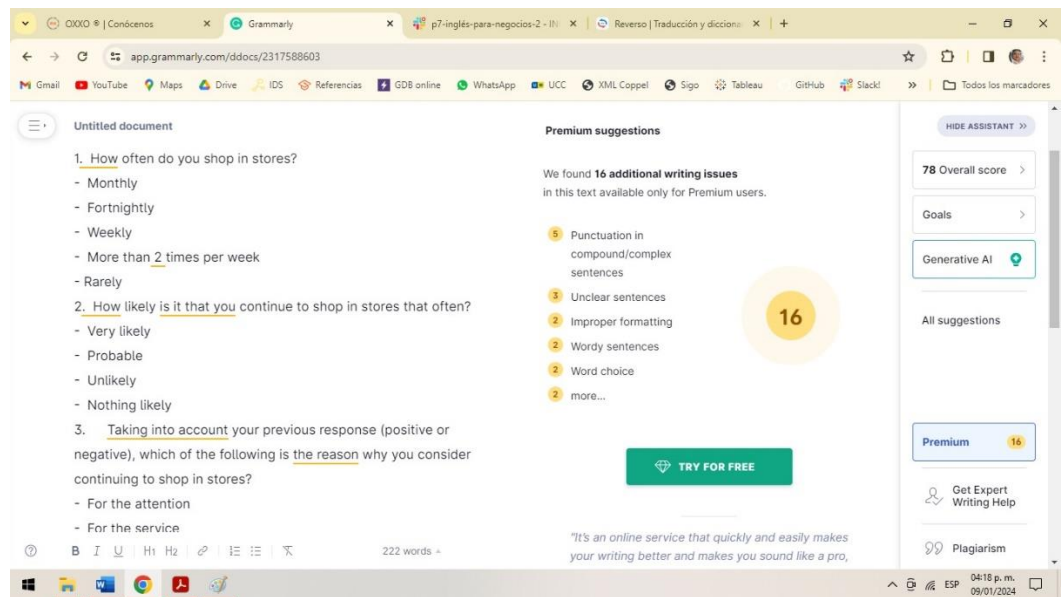
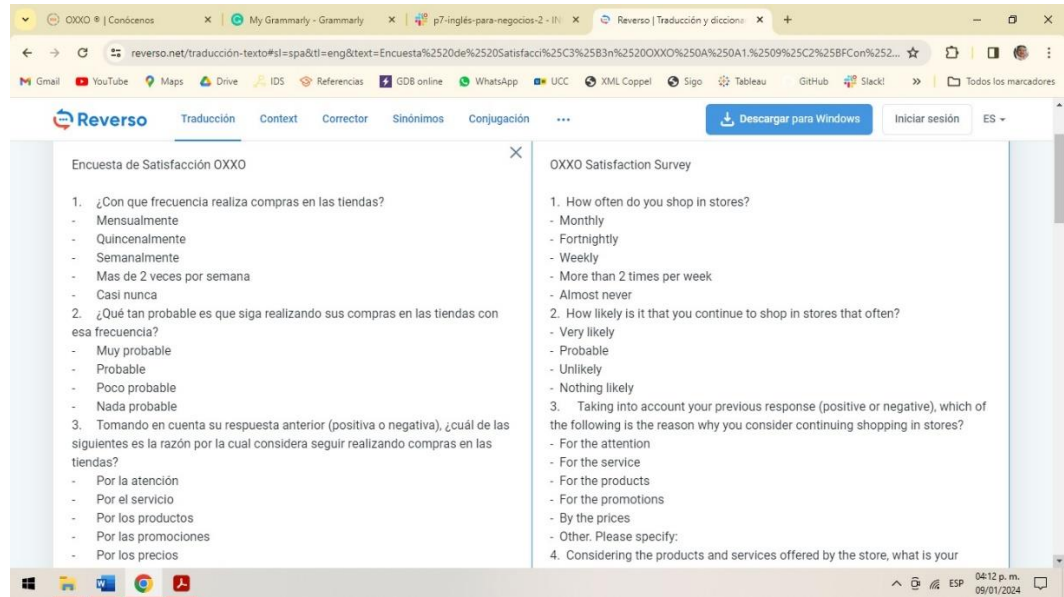
## 5 Conclusion

With this activity we observe the importance of the attention and service we offer to our customers in any area, whether our company, business, or service we offer to users, in turn, we can also see the importance that has had and continues to increase customer service in any sense since this is who qualifies us, prefers us to the competition or shows us what we must

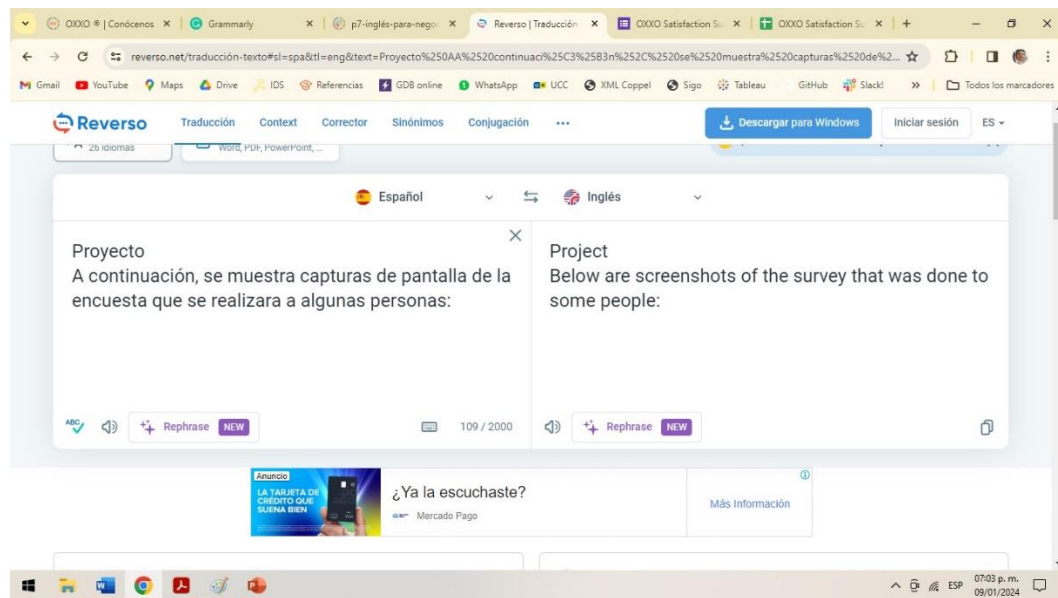
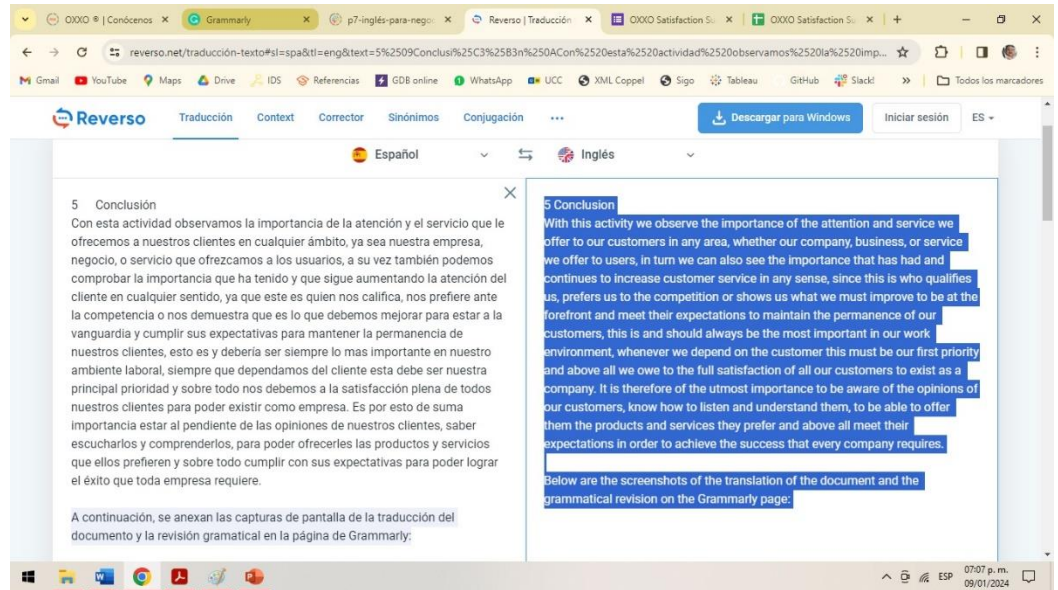
improve to be at the forefront and meet their expectations to maintain the permanence of our customers, this is and should always be the most important in our work environment, whenever we depend on the customer this must be our priority and above all we owe to the satisfaction of all our customers to exist as a company. It is therefore of the utmost importance to be aware of the opinions of our customers, know how to listen and understand them, to be able to offer them the products and services they prefer and above all meet their expectations to achieve the success that every company requires.

Below are the screenshots of the translation of the document and the grammatical revision on the Grammarly page:











Grammarly Premium suggestions

We found 1 additional writing issue in this text available only for Premium users.

1 Passive voice misuse

TRY FOR FREE

"It's an online service that quickly and easily makes your writing better and makes you sound like a pro, or at least helps you avoid looking like a fool."

Forbes

13 words

Overall score  
Goals  
Generative AI  
All suggestions  
Premium  
Get Expert Writing Help  
Plagiarism

Grammarly Premium suggestions

We found 7 additional writing issues in this text available only for Premium users.

5 Punctuation in compound/complex sentences  
1 Incorrect phrasing  
1 Wordy sentences

7

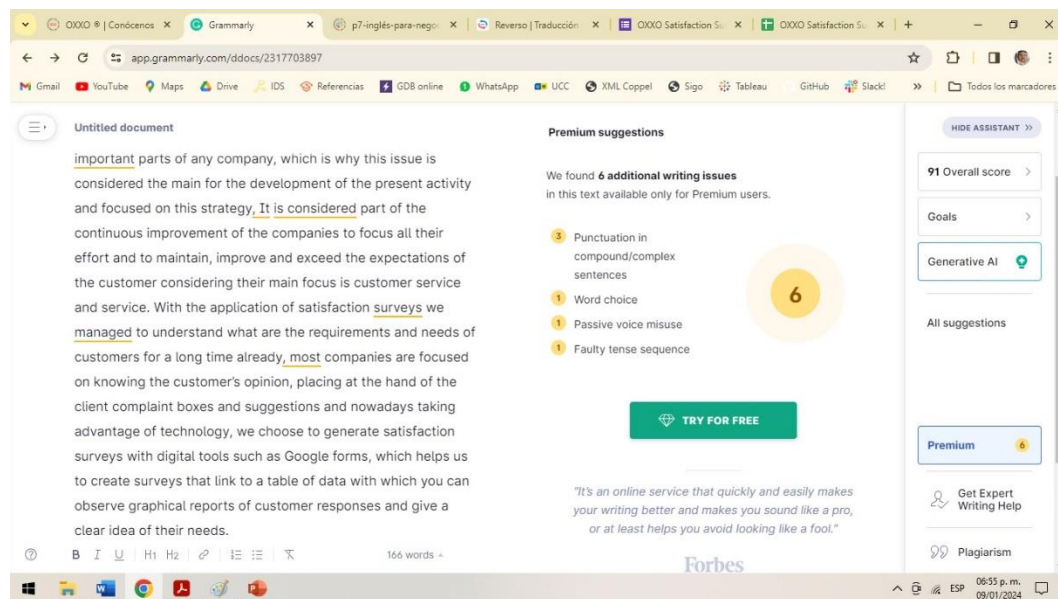
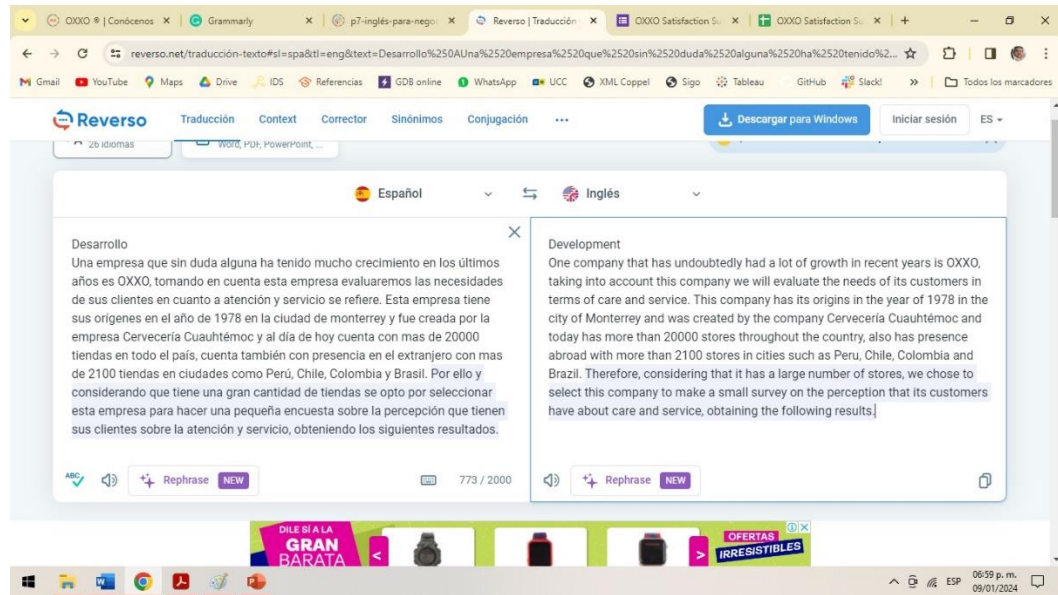
TRY FOR FREE

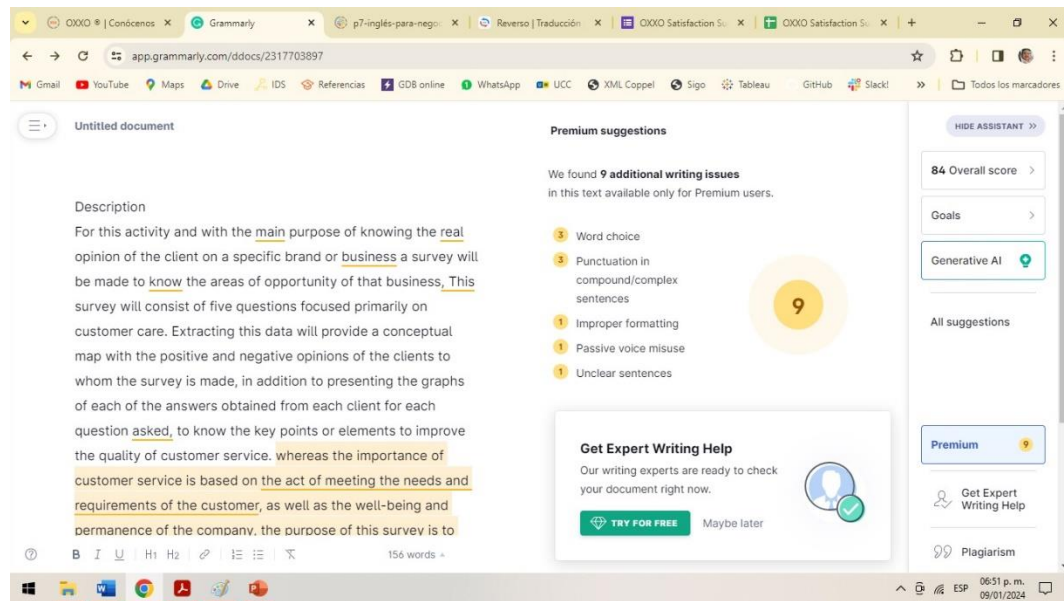
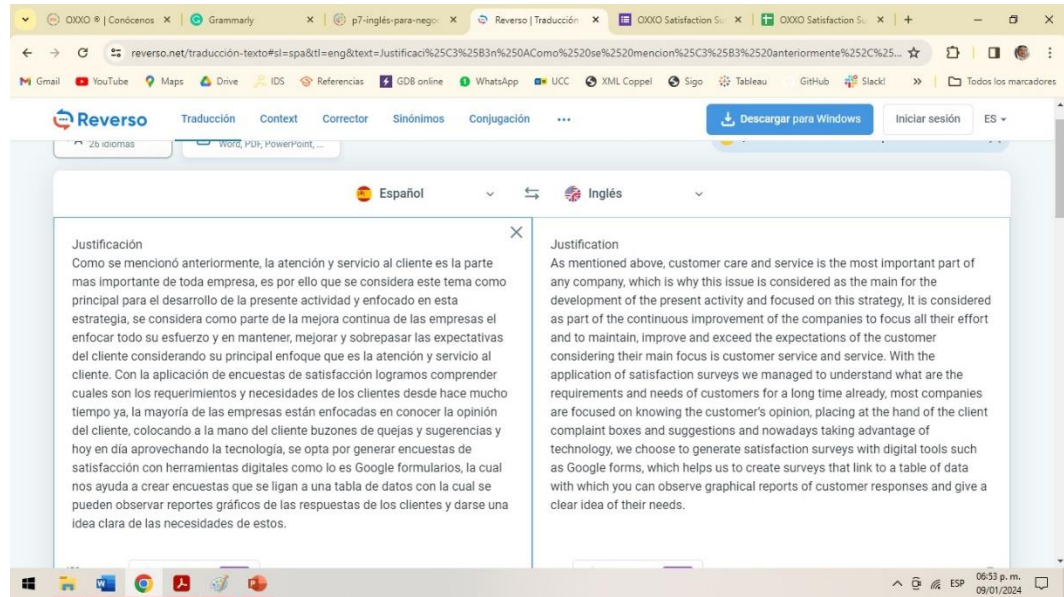
"It's an online service that quickly and easily makes your writing better and makes you sound like a pro, or at least helps you avoid looking like a fool."

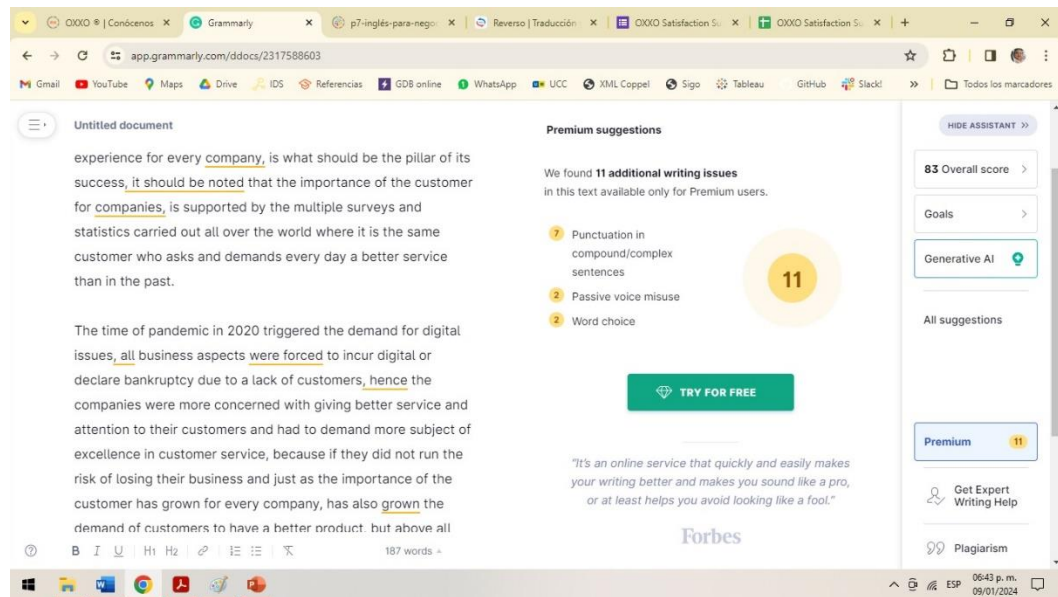
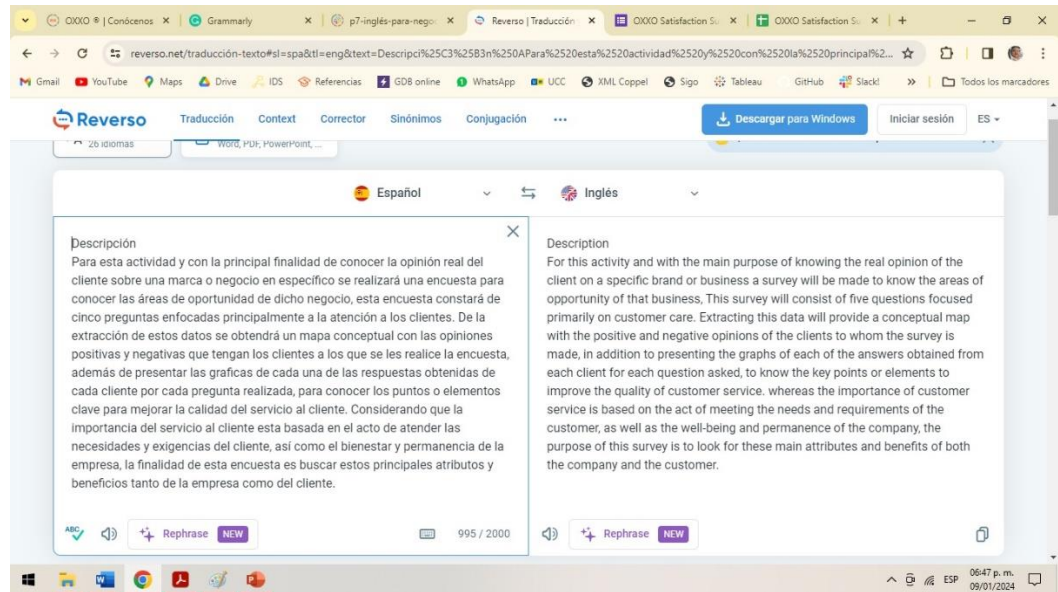
Forbes

122 words

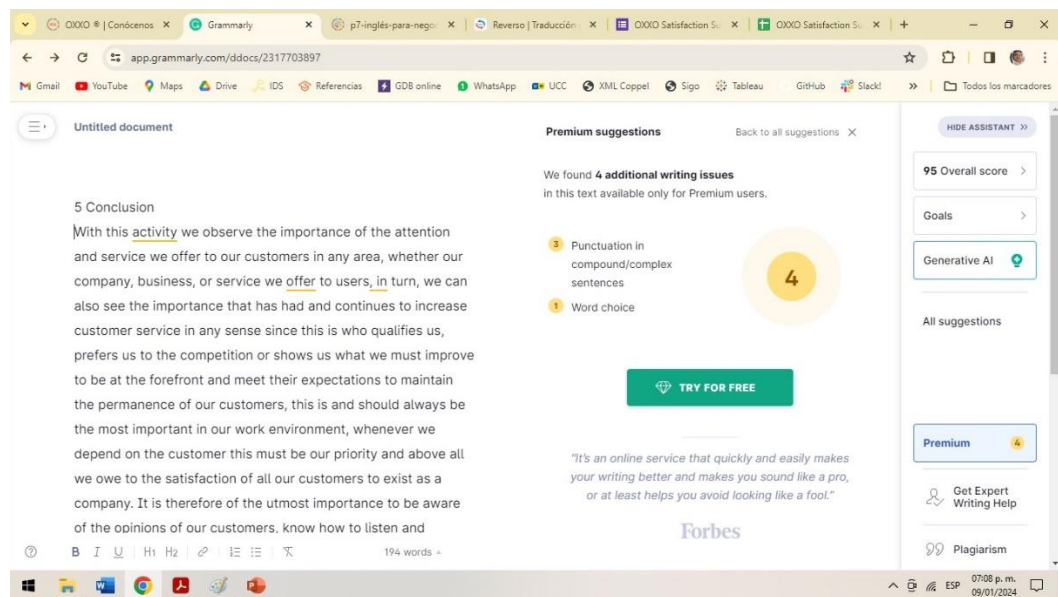
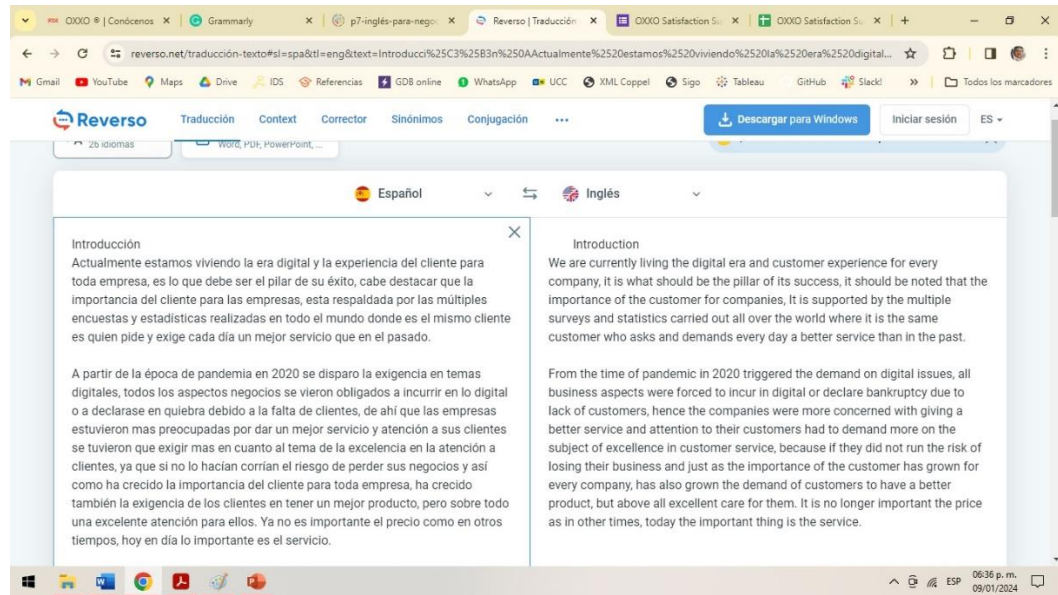
85 Overall score  
Goals  
Generative AI  
All suggestions  
Premium  
Get Expert Writing Help  
Plagiarism











## 6 Referencias

Da Silva, D. (2021, 12 marzo). Servicio al cliente: todas las claves para alcanzar el éxito. *Zendesk MX*. <https://www.zendesk.com.mx/blog/servicio-al-cliente/>

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