

## Course 2

# Peer Review Template

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### Part 1: Product Research

In a customer service position product knowledge is a vital part of helping customers. You will find that customers turn to you for recommendations, locating products and for general knowledge about different brands or options for a product. Once you are in a customer service position you can use a knowledge base or the store app to look up information to help customers. In this first part of the peer review you will:

- Select a store and visit their website.
- Identify a product that you want to learn more about or that you already use.
- Complete the template below with the information from the store website and any personal experience with a product.

1. What is the type and brand of the first product? Example: AJTM Coffee Maker

Sony playstation

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2. What is the price of the product?

699.99\$

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3. What features does the product have that make you interested in possibly purchasing it?

Exclusive games and 4k streaming with social gaming features and fast response time and high resoulation

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4. Are there any cons or drawbacks to this particular type or brand of product?

It can over heat if it is on its side which isnt covered by the warranty and the HDMI port

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can break and come loose which is also not covered by warrenty

5. Would you recommend this type or brand of product over others? Why or why not?

Why i would recommend it because of the exclusive titles and the ability to force upscale your older video content when you stream on services the social gaming features and the free games of the month the reason i dont recommend it is cause of the over heating issue and HDMI port issue and corrupt harddrive risk if you unplug it quickly all of which isnt covered by sony warrenty

## Part 2: Retail Escalation Signals

In a customer service position understanding and empathizing with customers is an important skill. In this second part of the peer review you will:

- Review a short customer service interaction.
  - You can find a video of an in-person interaction by [clicking here](#).
- Identify early and late escalation signals in the interaction.
- Compose a potential de-escalating response.
- Complete the template below with the signals you identified and how you might respond.

1. What early escalation indicators did you notice?

Customer body tensing up fists balling up and them grabbing items like their gonna throw it or break it and looking like their gonna jump over the desk to attack you or rasing their voice

2. What late escalation indicators did you notice?

Them throwing iteams breaking stuff and cursing alot

3. How would you respond to this customer in this scenario to de-escalate?

Use a calm rational voice very soothing and ask how we can fix this and let them rant for a moment well listening and apoglizing and offer a fix eg. credit or replacement etc

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## Part 3: Call Center Escalation Signals

In a customer service position understanding and empathizing with customers is an important skill. In this third part of the peer review you will:

- Review a short customer service interaction.
  - You can find an audio recording of a call center interaction by [clicking here](#).
- Identify early and late escalation signals in the interaction.
- Compose a potential de-escalating response.
- Complete the template below with the signals you identified and how you might respond.

### 1. What early escalation indicators did you notice?

Cursing or threatening or yelling and screaming

### 2. What late escalation indicators did you notice?

Hanging up yelling and serious threats and cursing at your family or writing a bad review saying your name on social media

### 3. How would you respond to this customer in this scenario to de-escalate?

Use a calm rational voice very soothing and ask how we can fix this and let them rant for a moment well listening and apoglizing and offer a fix eg. credit or replacement etc

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## Part 4: Social Media Interaction 1

Customers have the ability to leave different types of posts on social media pages for a business. In the fourth and fifth parts of the peer review you will:

- Go to the social media page of a brand you love.
- Identify a post created by a customer.
- Determine the type of post and response required.
- Complete the template below with the information you gathered and how you might respond.

### Social Media Post:

1. What is the brand?

EA games

2. What are the contents of the post? You can copy and paste the text of the post into the template.

A complaint that i got locked out of my EA account for madden asking for tech support and back end support

3. What type of post is it? Remember, posts can be questions, feedback, complaints, or reviews.

Back end support soon to be customer complaint

4. How would you respond to this post? Remember, sometimes the best response is no response at all. If that is true in this instance, write your justification below.

It is a true instance and id make sure to unlock the persons account and apolgize for the long wait and issue a credit (which i have received nothing yet)

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## Part 5: Social Media Interaction 2

### Social Media Post:

1. What is the brand?

UPS shipping and logistics

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2. What are the contents of the post? You can copy and paste the text of the post below

A customer complaint saying they lost packages and destroyed packages in the rain and snow for things like high end electronics

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3. What type of post is it? Remember, posts can be questions, feedback, complaints, or reviews.

Negative customer complaint

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4. How would you respond to this post? Remember, sometimes the best response is no response at all. If that is true in this instance, write your justification below.

Apologize and give training to drivers about this customer issues so it doesn't have it again

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