

Good Service

Demonstrate Good Service

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Overview: We will examine guidelines (and the value of) good customer service compared to poor service.

Objectives:

- Contrast good services to poor service
- Describe several ways to demonstrate good service
- Contemplate your response to a hypothetical service situation

Outline:

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

Why should a business person be concerned about good (or, poor) service?

Standard: MKME.13.02.d Demonstrate good/service.

Thought Starter

Assume you have a coupon for 50% off a “limited-time” offer on a TV-set. The coupon clearly states an expiration date. You attempt to use the coupon after the expiration date. But, you didn’t notice the expiration date until you were at the checkout counter.

The check-out clerk informs you that the coupon is expired. The clerk is not allowed to grant you the discount. Describe how you would like to be treated in this situation. What would you expect?

Describe “*good ways*” and “*not so good ways.*”

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2:19



Good Customer Service Skills in 3 Easy Steps

<https://youtu.be/NayqgnkodDk>

2:27



The Right Words at the Right Time

<https://youtu.be/tWnaKsmQ6k8>

3:36



Killer Words of Customer Service

<https://youtu.be/DFPeSrPQC1I>



Wikipedia Link: Customer Service

https://en.wikipedia.org/wiki/Customer_service

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Summarize each paragraph individually.

Discuss each summary as a class.

Summarize your understanding of each paragraph.

Price is one of the 5-P's in the marketing mix (Product, Price, Packaging, Place, and Promotion). Sometimes other "P's" are included in the list (People, Process, Physical Attributes).

Charging too much or too little for a product or service is usually bad for business. However, there may be times when either of these extremes is appropriate.

Loss leaders are products and services priced below the market price. These are intended to attract customers with the intention of customer purchases of other, higher priced products or services.

Premium pricing is used when a good or service is difficult to find, or otherwise in high demand. When customer demand exceeds available supply, premium pricing might be a good strategy.

Standard Identify pricing strategies to set prices for marketing. (MKCO.12.01)

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Assume you just got promoted to a supervisory position at a Dollar General Store. Three new employees have just joined the team.

Part of your job is to train the new employees in good customer service.

Rephrase, Answer, Citation, Example.

Rephrase the instructor's question regarding the topic.

Answer the question above in three ways. Use your notes from the videos, the summarized paragraphs, or the discussion.

1 _____

2 _____

3 _____

Cite the source (video/paragraph) you used in your answers.

1 Your source: _____ 2 Your source: _____ 3 Your source: _____

Example write an example situation related to the topic.

How would you respond to the situation?

Complete the R.A.C.E. page in your worksheets.

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