

Name:

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### Customer Service Videos and Questions

**GPS Standards: BMA-BT-3.4** Explain and model the importance of clear and concise communication with customer interaction. **BMA-BT- 1.3** Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.

#### Why Customer Service Matters

View the following video: <https://www.youtube.com/watch?v=nxtaMdu55Ug> and answer the following questions:

1. Customers now view the convenience of a business's location and the price of a product as more important than customer service. True or False
2. More people hear about good customer service experiences more than bad customer service experiences. True or False
3. Why is it important to avoid bad customer service?
4. What are at least two benefits of providing good customer service?
  - a.
  - b.
5. Describe a good customer experience that you've had in the past. How did this experience make you feel?
6. Describe a poor customer experience that you have experienced in the past? How did this experience make you feel?

#### Difference between Poor Customer Service and Good Customer Service

View the following video: [https://www.youtube.com/watch?v=Zy1h49\\_L8ME](https://www.youtube.com/watch?v=Zy1h49_L8ME). After viewing the video, complete the chart below and give examples from the video of poor customer service and good customer service.

How did the customer rep give <u>poor customer service</u> ?	How did the customer rep give <u>good customer service</u> in the second scenario?

#### How to deal with negative customers

View the following video: <https://www.youtube.com/watch?v=Z9uC8aF-RCw> . After viewing the video, give three tips on how to handle negative customers.

- 1.
- 2.
- 3.