

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
True
2. More people hear about good customer service experiences more than bad customer service experiences. True or False
False
3. Why is it important to avoid bad customer service?
Because, in the future bad customer service can cause your business to fail, and have so many problems.
4. What are at least two benefits of providing good customer service?
 - a. Better opportunities
 - b. positive publicity in the media and you would be proud of what you do.
5. Describe a good customer experience that you've had in the past. How did this experience make you feel?
One day I was in oldnavy looking for school clothes and I couldn't find the right size and an employee came up and she was so much help, she even suggested different clothes and gladly she did.
6. Describe a poor customer experience that you have experienced in the past? How did this experience make you feel?
Me and my mom were in a drive thru at burger king and the lady at the window was being rude and was rushing and when time came to get our food, she didn't have everything and we asked for the manager and she got sent home.

Difference between Poor Customer Service and Good Customer Service

View the following video: 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?
The front desk lady was being rude "bad attitude"	She had respect and didn't have a bad attitude towards the customer.
she didn't want to help the customer at all, she didn't even want to try.	She was willing to help the customer even though they usually follow up with them online.

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. Remain Calm
2. Remain Professional
3. Focus on the Solution.