

What is Customer Service?

Objective:

Learn the benefits of serving both internal and external customers.

Project:

Students will defend the organizational benefits of serving both the external and internal customer well.

Project 1.2 - Case Study

Customer Orders Are Perfect or They Don't Pay

Thunderbird Container Products President, Beverly Whisenhunt, stormed out of her office and said, "Customers' orders are perfect or they don't pay. That's a critical goal of ours that customers expect and we are going to deliver!" At first, those in earshot thought she must be kidding, but the seriousness with which she made that statement and her demeanor said differently. Give some thought to this pronouncement and be prepared to defend the impact this has on both internal and external customers.

Requirements:

~~Create a Google Doc and share with bale@xix.com~~

~~Include Name, Date, and Class Period~~ 3

Answer each questions with a minimum of 3 sentences. Answer in your MS Word Customer Service Notes Document.

1. In your opinion, can a company afford to live by this statement? Why or why not?
2. Can you think of any situations in which an organization may have difficulty honoring such a customer pledge?
3. What are some potential benefits to the company by setting such a high standard?
4. What kind of impact will this have on the internal customers?