

Assignment 3

Student's Name

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Course

Date of Submission

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Q1. L.L. Bean

It is truly very disgusting as a customer to walk into a retail store with expectations to purchase what you need only to find the item you need out of stock. This experience can even be worse for a customer who wants a specific item for an occasion that is very dear to their heart. Looking at the scenario given for the customer service department at L.L. Bean, the customer is very disappointed with the fact that he cannot find the item, specific in both size and color, that he wants from the store. The fact that the customer is very specific about what he wants means that there must be a very specific purpose for which the item is to be used. This leaves the customer with no other alternative, but disappointment with the retail store.

Taking the position of a manager at the L.L. Bean retail store, I would take the initiative to contact the next retail store that is 25miles away and find out if they have the specific item in stock. If they happen to have it, I would inform the irate customer about its availability and personally place an order for the item and use the company's car to rush there and collect the item on behalf of the customer. However, most irate customers usually get impatient to wait for such arrangements to be made. In this respect, I would politely ask the customer to leave his address with the retail store so that once the item is fetched from the other store, it can be directly delivered by the company to the customer's doorstep. Though this kind of arrangement can seem costly to my company, it would help in reducing the customer's dissatisfaction with our retail store and help increase customer loyalty and customer satisfaction. This kind of customer relations management would not only help to increase customer retention, but also enhance the company's goodwill to attract more customers to the company.

Q2. Easy Coach Ltd



My personal customer service experience relates to one of the bus service companies in Kenya called Easy Coach. It was during Christmas holiday and the company was experiencing its high season of high influx of passengers to use their buses from the city of Nairobi to different parts of the country, very distant places away from the city. This company operates a bus booking service that allows travelers to book buses as early as one month before the travel date. One customer who had booked a bus to two weeks before his travel date happened to forget the specific travel date and came to the bus station a day past his travel date. One disgusting thing that left me wondering was the traveler's reaction to the company's customer care service providers. Instead of apologizing for having forgotten his date of travel, the man started hurling insults at the company's clerks, claiming that they had intentionally booked a wrong date for him so that they could steal his money.



The company's **customer care** personnel attempted to make the irate client understand that the travel date and time is usually clearly indicated on the electronically generated bus ticket and that travelers are always given time after booking to confirm their travel details before they pay the money. This scene continued until the company's head of **customer service department** was forced to intervene. He came up to the infuriated traveler and politely asked him to give him just a minute. The manager then explained to him that people make mistakes and the company's staff member

could have made a mistake during the booking time. He explained to the tense traveler that the company cannot put the confirmation mistake to him because he new when he would travel before booking the bus. The customer was assured that his ticket was still valid and that he would travel with the company's bus. This assurance made the irate traveler to calm down and the whole mood at the bus station turned positive. This reaction made me feel really great for the company's customer service manager since he effectively controlled his temper and complied with **customer-is-always-right** principle of **customer service delivery**. I later learned that every Easy Coach bus moves with an extra driver but in this case, the company found an alternative travel means for the extra driver and the irate traveler was given the extra driver's seat since all the buses for that week were full. This experience really made me feel that as a company, Easy Coach is not only out to make money, but to deliver **satisfactory services** to their customers. The next time I visit Kenya, Easy Coach will be my first priority bus service for all my travel schedules.

References

http://global.llbean.com/on/demandware.store/Sites-llbeanintl-Site/default/Default-Start?&Matchtype=e&dclid=CIDsoduv1NcCFWki0wodrpAPgA&gclid=Cj0KCQiAgNrQBRC0ARIsAE-m-1wu5HvGcVlQSePBHpk3Le3r5LGIDXOnckmU2muVT0OTDA7Z6pROQF4aAr3YEA_Lw_wcB&gclsrc=aw.ds&qs=3107895

<http://www.easycoach.co.ke/>