

Part one

by Cyrus Munyoki

Submission date: 12-Aug-2020 06:48PM (UTC+0700)

Submission ID: 1368776603

File name: Part_Three.docx (18.21K)

Word count: 504

Character count: 2944

Customer Service Strategies

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Customer Service Strategies

Introduction

This part will address an approach that can be applied to combat store shortcomings, including balancing between customer expectations and the reality of products, delivery, and customer service. The approach that I will utilize to boost customer expectations is to improve their satisfaction in terms of proper service provision and timely delivery. Importantly, I will ensure that, with the supervisors' help, the customers are provided with services based on their needs. Besides, customers will be highly honored to ensure that faulty products are replaced. My strategy for meeting customer expectations is to instigate the entire team to focus more on listening to clients and always making their needs a priority.

Strategy and Approach

I will apply the strategy on an imaginary company to provide in-depth information regarding boosting customers' expectations. Firstly, my strategy will ensure that there is open communication across the staff members from all departments. Again, customers will be encouraged to openly share their opinions so that the supervisors can choose the best approach for addressing them (Linuesa-Langreo, Ruiz-Palomino & Elche-Hortelano, 2017). When it comes to timelines, I will work collaboratively with my team to ensure that customer's needs are resolved within the specified period. Transparency and honesty are yet another aspect of my approach whereby I will be encouraging my team to transact fairly with customers hence establishing a firm client-company relationship. Importantly, I will ensure an optimum yet realistic provision of services through ensuring that customer's needs and preferences are extensively met while minding a considerable return for the company. Notably, my strategy will

require me to follow up on the proceeding of the store's operations regularly. The aspect of following customer's experience tracks the level of satisfaction hence reorganizing the team to resolve the issue (Linuesa-Langreo, Ruiz-Palomino & Elche-Hortelano, 2017). Overall, the above aspects will contribute hugely in creating a long term relationship between the clients and my company.

Why I used the above approach and strategy

The primary reason I chose the approach of improving customer satisfaction and ensuring timely delivery is that it covers the customer's needs extensively. Notably, optimal customer satisfaction and timely delivery of their products are among the approaches that companies rely on to retain clients (Zhou, Guo & Zhou, 2018). Achieving this approach will demand a strategy that is basically concerned about reorganizing and watching subordinate staff closely with the aid of supervisors. The strategy will be among the critical undertakings in reshaping the store since it will utilize the diverse skills of all staff members. Overall, both the chosen strategy and approach are mostly recommended in organizations that need to meet customer needs.

References

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Part one

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