

Retail Management
College of Professional Studies
School of Business and Global Innovation

Assignment 3 Rubric

Delivery: Take home written assignment to be submitted through Moodle within the required time frame.

- This assignment offers the chance to earn two separate grades:
 - A grade for the correct use of vocabulary in context, 20 points
 - A grade for the quality of research and writing relevant to the course material covered, 80 points
 - You will be completing 2 questions worth 40 pts. each

Topic: This test is relevant to the chapters and lecture topics covered to date.

- As business managers, you will be required to make both objective as well as subjective decisions based upon a particular set of circumstances and facts. Those decisions, while based on industry standard, sound business theory often differ from one executive to another as each individual comes to a situation with a different set of insights. This speaks very much to an eventual management style.
- As this is not a multiple choice-T/F exam format, I am not looking for rote memorization but your potential management ideas, concepts or directives in your answers, which are supported by passages in the chapters. This helps to groom an intuitive management skill set. To that end, this is not a collaborative assignment. You will have an opportunity to highlight your collaborative talents for a grade in the team project. You may also use additional cited, industry sources to support your answers. Do not cite Wikipedia.
- I do read all of the tests and will take note of tests that appear to have been answered by committee! Tests that read as having been answered by committee will receive a **zero (F) grade**.

Required submission format (submissions not meeting these requirements will not receive full credit):

- As each question is worth 40 pts., very short answers will not earn all available points. Please don't write a term paper for each however. Be direct, concise, and descriptive in a businesslike manner.
- Include and **highlight vocabulary** terms. Use the yellow highlighter for ease of identification. Use 5 terms from the chapter in the completed submission. Highlighting the same word several times still only counts once.
- Include text book page citations and web addresses for any quotes and other information you want to include to support your ideas. Provide photo credits if you care to insert images. Use APA format.
- Use Microsoft Word, typeface Times New Roman, font size 12 pt., 1" borders
- *****File name—please, please save as***: yourlastnameinitial_B113_A3_F17**
- **Identify the Question number and company name for each of your answers.**
- **Submit your file as a PDF. Files that can't be opened by me can't be graded! Please watch your email in case I send you a message regarding the file.**

End of Rubric: Test questions start on page 2:

Test 3 Questions

Complete Short Essay: Chapter 19, Customer Service

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DEFINITION OF 'CUSTOMER SERVICE'

The process of ensuring customer satisfaction with a product or service. Often, customer service takes place while performing a transaction for the customer, such as making a sale or returning an item. Customer service can take the form of an in-person interaction, a phone call, self-service systems, or by other means.

INVESTOPEDIA EXPLAINS 'CUSTOMER SERVICE'

Customer service is an extremely important part of maintaining ongoing client relationships that are key to continuing revenue. For this reason, many companies have worked hard to increase their customer satisfaction levels. Often there are many more people working behind the scenes at a company than there are customer service representatives, yet it is primarily the personnel that interact directly with customers that form customers' perceptions of the company as a whole.

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A few of the companies highlighted in the article “*Lessons in Customer Service from the World’s Most Beloved Companies*”:

Amazon

You are a customer service manager for Amazon. A customer that is a college student orders a book from Amazon fulfillment (not from one of the vendors) for a class well in advance of the start of the term. The book never arrives and the student is extremely concerned because the text is required for some large readings due in the first week. The customer is additionally angry because they feel that the customer service representative that initially fielded the complaint wasn’t skilled enough to address the situation to the customer’s situation and demanded to speak to the supervisor. As the customer service supervisor, what would you do in dealing with this situation?

Ritz Carlton

Your customer arrives at the hotel after 3.5 harrowing hours in stop and go traffic. Their arrival is late due to traffic and the room is unavailable when they finally get to the desk. Your hotel reservation staff has mistakenly double booked due to a conference of barbershop quartet singers. A desk staff put them in another room that is the size of a small walk in closet and because of a summer drought the bathroom has very little water pressure so they cannot take a proper shower to freshen up before dinner. *(This actually happened to me several years ago at the Waldorf but the barbershop singers were low level staffers from some visiting prime minister that had my real room! --Bad customer service really does linger with consumers. The concierge that evening must have been an intern)*

As the house manager on duty when this traveler arrives, what would you do to make this tired, angry, un-bathed traveler happy?

Nordstrom

Nordstrom’s is well known as a high end department that caters to buyers with discriminating taste. That means that all customers in the store whether they are millionaires or not expect to be treated as such. You are a retail sales associate and a customer shows up at your counter with an item that clearly was not purchased at Nordstrom’s. It has no tags to identify it as part of your inventory yet they insist it was purchased at your store and the want it returned for a cash refund. *(Believe it or not—I have actually observed this in the past and unfortunately the sales clerk was ill trained for the situation—it didn’t appear it would end well and I moved on to the next department.)* What do you do?

LL Bean

You are a store manager in a store located in a suburban shopping mall and the next store is twenty five miles away. A customer is looking for a very special item in a specific color and size as a gift but you do not have it in store. Your customer does not have his/her own car. How can you best assist this customer?

Teacher’s notes: All of us have experienced really good and really bad customer service. Consider for a moment how that made you feel as a customer and reflect on some of the management strategies we cover this semester.

There is no secret magic to good customer service. Happy customers are easy to serve but an unhappy customer has to be calmed down and encouraged to move to a happier state of mind before leaving the situation. Happy customers return but unhappy customers can become an expensive marketing nightmare—they tell all their friends why they were unhappy. The feeling of good will associated with a brand that is generated by word of mouth can support a company's advertising and promotional campaigns. The poor name that comes from customers spreading the word that a particular company doesn't support a good customer experience can counter some of the most expensive ad campaigns; that can mean the kiss of death for stores, professional service businesses and especially restaurants. Conversely, good customer service can go a long way to build brand loyalty and increase market share.

Complete both questions.

1. Select one of the companies above and conduct some internet research about the company. Imagine yourself as a manager in the company and how you would handle an irate customer. I have created a customer service challenge for each company and included it above next to the company name. Feel free to support your customer service strategy with a cited example from information you found about your company. ***Do support your discussion with properly cited quotes from the text.**
2. Relate a personal customer service experience, good or bad and discuss. What did the person or people do that left you feeling either really great or really aggravated about the situation? How did you feel about the company afterwards? ***Use five vocabulary words in your answer to this question.** You may also use supporting outside examples if that aids in illustrating your discussion.