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Service Company

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Course

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CVS Pharmacy

CVS is a great service company because it has empowered and encouraged their customers to get the products they want and stay healthy. CVS is a pharmacy, but its services have helped individuals and customers, not just fulfilling its role as a pharmacy. For more than 30 years, CVS has empowered and encouraged its customers and other individuals to stay healthy and provided free non-medical services. It still gives individuals free services whenever anyone in their locality needs help. Hence, this has greatly improved its relationship with its customers and the people who live around its locality.

The pharmacy's services became top tier when they introduced the CVS Good Samaritan Van used to deliver services individuals with car troubles. The individuals who got these services did not have to be a customer in the pharmacy necessarily, but anyone with car trouble and they were stranded around the pharmacy's locality would receive the needed help. The service is free of charge, and all the individual has to do is fill out a comment card to get the service. Hence, this act of service to its customers and society makes the pharmacy have exquisite services. The purpose of this service is to help individuals get to their destinations without any problem or hassle (Wellington, 2020).

The pharmacy also offers no catch to the service they provide since all they want is to see individuals have a memorable experience brought about by their services. Thus, this will bring about loyalty and a strong relationship between the pharmacy and its customers. This is because the customer feels taken care of, which is exactly what the pharmacy leaders want them to feel when they enter the enterprise's doors. Therefore, the CVS takes actions that line up with their values making the customers feel welcomed and cared for and create a loyal and strong relationship with the company.

Spirit Airlines

Spirit Airlines is a deficient service company because of the negative reviews and experiences that customers have had. Spirit Airlines has been dubbed as the worst airline company in the United States of America by the consumer's report. One of the major reasons behind Spirit Airlines is the no-frills fare rates, making the customers review the company badly. Everything that the company offers costs customers extra costs, even a bottle of water and a carry-on bag. The airline has had a notorious reputation for many years due to the bad and negative experiences that customers have had with its services.

First, while booking online, the airline's website's fare rate is the unbundled rate. This means that the fare caters to one personal item and the flight itself. Therefore, if a customer has a checked bag or a carry-on bag, they are expected to pay extra fees to accommodate them in the airplane. Also, the reviews that the airline has received means that their services are terrible and costly. For instance, on the site Trip Advisor, the ratings for the Spirit Airline are 2.5/5 and have more than eight thousand total reviews (Perino, 2019). Approximately twenty-seven hundred reviews are ranked as bad or terrible. Most of the users who have experienced the airline services have stated that they will never fly with the airline again.

Most online reviewers have stated that the airline charges their customers for everything except for air, meaning that they are costly but have horrible appeal, management, and terrible customer service, unlike other airlines. Besides, Spirit airline does not have entertainment services once one is on board; no Wi-Fi or in-flight entertainment options obliging one to come with their entertainment. Most individuals also say that spirit airlines are preferred for shorter journeys since their seats do not recline, and they are too close to the ones in the front; hence, an individual cannot stretch their legs well, making them uncomfortable.

References

- Wellington, E. (2020). 8 Companies with Exceptional Customer Service + Helpful Tips. CVS Pharmacy (5). <https://www.helpscout.com/helpu/exceptional-customer-service-companies/>
- Perino, M. (2019). 10 American companies with the worst reputations. Airline: Spirit Airlines ranked last as they fail to compete with other airlines products and services. <https://africa.businessinsider.com/strategy/10-american-companies-with-the-worst-reputations/712x0wt>

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