

Lesson Plan

Explore Activity – Examine Customer Service

Objectives:

- Discuss customer service scenarios.
- Determine characteristics of poor customer service.
- Identify characteristics of good customer service.

Materials:

The items below are needed for this project:

- Student Form: *Examine Customer Service Scenarios*

Student Prerequisites:

- None

Teacher Preparation:

- Review this document and the Student Form.
- Decide whether students should work individually, in small groups, or as a class.
- Determine if the activity will be used as homework, classwork, or a combination.
- Determine the point values per question.

Exploration:

Have a student read the scene aloud. After reading the scene, discuss the questions. (Optional: scenarios can be assigned for homework.)

Each question can be assigned a point value. (Recommended point values between 1 and 3 points per question.)

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Scenario 1

- How did Ryan’s behavior at the beginning represent Best Purchase?
- What did Ryan’s behavior at the beginning likely make Helena feel?
- How did Akaash’s behavior toward both Helena and Ryan at the beginning affect the situation?
- How did Ryan’s behavior at the end represent Best Purchase?
- What did Ryan’s behavior at the end likely make Helena feel?
- Which store do you think is more likely to get Helena’s business in the future? Best Purchase or DigiMart?
- Finish the story. Akaash is Ryan’s supervisor, and he seemed stunned by Ryan’s suggestion, but he also was pleasant and grateful to Helena. How does the story end? Does Akaash reprimand Ryan, or does he commend him? Explain your choice.
 - Optional: Write out the script ending or act it out in partner groups.
 - Optional: Write Helena’s review for Best Purchase.

Scenario 2

- What was the first instance of customer service that Laith experienced?
- What type of customer service is demonstrated in Scenario 2?
- List all the instances in which Laith experienced customer service.
- What role did Meera play in the customer service relationship?
 - How did she help to repair the relationship between Laith and Sahara?
 - How is her response not only a reflection of herself but also the company?
- Have you ever had a digital customer service experience? (Perhaps with a Sahara-like company)?
 - Explain your customer service experience.
 - Was the issue resolved?
 - What was the method of customer service?
 - Are you still a customer of that company? Why or why not?

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Scenario 1

Helena walks into Best Purchase, the number one electronics store in the country, to buy the latest game system for her son's birthday. She was super excited when she came to the counter to ask for help. Ryan, a new salesperson, is stocking boxes on a nearby shelf; however, he is the only sales associate around. Even though he is still a bit uncomfortable with dealing with customers, Ryan stops what he is doing and heads to the customer service desk to assist Helena.

Ryan smiles and says, "Welcome to Best Purchase. What can I do for you today?"

Helena returns the smile and responds, "I am looking to purchase the new Gamestation console for my son's birthday. I was wondering if you had any in stock."

Unfortunately, Ryan is not fully trained on how to use Best Purchase's inventory and supply tool. He tells Helena he is new to Best Purchase, and he will need to call another sales associate to help because is not certain how to operate the system search tools yet. Ryan apologizes to Helena for the inconvenience, and Helena reassures him that it is no problem.

Ryan calls for assistance at the customer service desk. Within 30 seconds Ryan's supervisor, Akaash, arrives to help. Ryan reiterates Helena's question to Akaash and explains why he needs help. Akaash happily tells Ryan to observe him as he uses the inventory tool. Not only does Akaash have Ryan watch, but he also explains each step so Ryan will be better equipped the next time he needs the search inventory tool.

After searching the store's inventory, Akaash says to Helena, "Unfortunately, we do not have any Gamestations in stock, but we can order you one today. You can then have it delivered to the store with free shipping or to your home for a \$9.95 shipping and handling fee. It would take 10-14 business days to arrive."

Helena looks somewhat disappointed and says, "I'm sorry. That won't work for me. My son's birthday is four days from now, and I would really like to give it to him on his birthday. Are you able to check and see if any of the other Best Purchase stores in the area have it in stock?"

Akaash says, "Of course! Give me a few moments to check."

After a few seconds, Akaash tells Helena that there is one store with Gamestations in stock. But that store is 60 miles away.

This news obviously distresses Helena. Helena, Akaash, and Ryan all know it would take at least an hour and a half to drive to that store.

Akaash asks Helena, "I can put the Gamestation on hold. Would you like me to do that for you?"

Helena sighs and thinks patiently for a moment. She is busy planning for her son's birthday and considers how a three-hour roundtrip drive to get the Gamestation would really put a wedge in her plans.

Both Akaash and Ryan see Helena's stress and concern.

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Ryan has an idea. He says, “I have a friend who works at DigiMart down the street. If you don’t mind waiting, I could call her to see if they have any Gamestations in stock.”

Akaash seems stunned by this development, but Helena is truly grateful and agrees to Ryan’s offer.

Ryan calls his friend Sakura who works at DigiMart. He explains the situation and asks if DigiMart has any Gamestations in stock. After quickly searching DigiMart’s inventory, Sakura tells Ryan that DigiMart has five Gamestations in stock. Ryan asks if Sakura could put one on hold for Helena, and Sakura agrees to do that.

After the phone call, Ryan tells Helena, “When you get to DigiMart, ask for Sakura. She has a Gamestation on hold for you.”

Emphatically, Helena says, “Thank you! Thank you! You’ve made my son very happy. Thank you both. You both have really helped me out. I will write a review and tell everyone how accommodating and friendly you both were. Again, thank you!”

“It was our pleasure,” Akaash said. “Thank you for allowing us to assist you and thank you for shopping at Best Purchase.”

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Scenario 2

Laith is looking to purchase three new cat trees for his four cats: Gizmo, Gadget, Storm, and Frank.

Laith knows he wants two large cat trees with at least five levels, with varying types of sleep and grooming spots for his cats. He wants to make sure the large cat trees have both open cat beds and enclosed houses. He wants the large cat trees to include dangling toys.

Laith also wants to find one small or medium cat tree with the same accessories as the large trees because Frank does not like to use large and tall cat trees.

Laith is doing his shopping by using the Sahara mobile app. Sahara is a mass-market producer and supplier of millions of different products. Sahara's brand promise is: "If you want it, we have it, and we guarantee delivery in 2-5 business days."

Laith uses the Sahara app to search for the perfect cat trees. Laith finds two large cat trees and one small cat tree that he thinks will work. He adds the cat trees to his cart, enters his credit card and shipping information, and confirms the order.

Laith receives a confirmation email stating his order was received and that his expected delivery day is in two days.

Laith, Gizmo, Gadget, Storm, and Frank all wait patiently for the new cat trees to arrive. However, the second-day passes, and the trees are not delivered. On the fifth day after placing his order, Laith receives an email from Sahara apologizing for the inconvenience and explaining that the cat trees will arrive the next day. The Sahara email also allows Laith to cancel his order and offers him a 10% off coupon code for his next order to compensate him for the delayed delivery.

Laith bookmarks the 10% off coupon code and responds that he would like to wait for his items to arrive.

Thankfully, the cat trees arrive, as expected, the following day.

Laith notices that one of the cat tree boxes is damaged, but he thinks he will be happy if the cat tree is not damaged. Laith assembles the two large cat trees with no issues, and they look wonderful. Gizmo, Gadget, and Storm are already dangling from the sides and exploring the trees. Frank is waiting patiently for his tree.

Laith opens the damaged small cat tree box and immediately notices many of the support poles are damaged and broken.

Feeling disappointed, Laith scratches Frank's head and reassures him that he will fix the tree.

Laith pulls out his cellphone, opens the Sahara app, and selects the "customer service" option. He notices that he has the option to call, send an email, or start a chat with a representative. He chooses the option to "chat with a representative."

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Laith begins chatting with Meera, the Sahara customer service representative. Laith explains everything that has happened: how his shipment was late, how he received the coupon code, and how the small cat tree arrived damaged.

Meera immediately apologizes for the inconvenience. She says that Laith can keep the cat tree with the broken support poles, and that he can use the unbroken pieces elsewhere, donate the tree, or get rid of it. Meera also says she is going to order another small cat tree at no cost. Meera asks Laith if there is anything else she can help him with. Laith says, “No.” Meera and Laith sign off the chat.

Two days later, the new cat tree arrives. There is no damage to the cat tree, and Laith assembles it so Frank can enjoy his new space.

Later that evening, Laith receives an email from Sahara’s customer support. It says:

Dear Laith,

We apologize for the issue you had with your previous order. We noticed the replacement order arrived. We hope it exceeds your expectations. At Sahara, we strive to make our customers’ lives easier and more convenient.

Please accept our apologies and we hope to be a service partner with you in the future.

Please take 5 minutes to respond to the customer service survey link below to rate your customer service experience with our representative Meera.

Thank you again, and have a wonderful day,

Sahara Customer Support

Laith takes the survey and rates Meera as providing him with exceptional customer service. Laith will definitely use Sahara again because he is almost out of cat litter, and he has that 10% off coupon.