



Certificate of Work Readiness

Unit Code: F38W 10 Skills for Customer Care

Evidence Reference Number 15

Case Studies Worksheet

Name

Assessor

Case Studies: Good customer service

Dave's story

Friday afternoon Dave had to buy a special fluorescent lightbulb for his Dad's fishtank from the local petshop. The bulb cost £13, but he was a few quid short, so the bloke in the pet shop sticky taped a note about it to his cash register and said he could pay the remaining £2 next time he was in.

What are the consequences of this?

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Jenny's story

Jenny was working as a sales assistant in a supermarket. She noticed that an elderly woman had purchased a lot of shopping and was struggling with her trolley. Jenny offered to help her to her car and put all of her shopping in the boot for her.

What are the consequences of this?

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Simon's story

Simon had a fault on his phone line so he reported it to his service supplier. Simon reported the fault on the Friday morning and his service supplier's customer service team called me back 5 times on the Friday to let him know how they were proceeding with the fault. The fault was fixed on the Saturday and he got 3 calls the next week from his company just checking that everything was working properly again.

What are the consequences of this?

Alyson's story

Alyson called a local pizza shop and ordered 2 pizzas. When she got there to pick them up she found that they had got the order wrong. Instead of the two pizzas she expected, she got one pizza with two kinds of toppings. When she talked to the manager he was very apologetic. The manager fixed her order so that she got the 2 pizzas she ordered, plus he gave her the one they got wrong and he gave her all 3 free of charge!

What are the consequences of this?

Laura's story

Laura went to The Bookworm book shop to buy a book for her son's for Christmas. Although the store's computer displayed that there were copies available, none were actually in the store, and the next delivery wasn't scheduled to arrive for a few more days. For the sake of keeping their customer happy the sales assistant in The Bookworm actually called a store belonging to their competition, to see if they had the book in stock- they did so the sales assistant reserved the book for Laura and even printed out directions to the other store!

What are the consequences of this?

Case studies: Bad customer service

Amy's story

Amy was at the check-out when a pair of £10 shoes she was buying rang up for £15. She questioned the clerk on the price and she said "No they rang up for £15. You can go back there and check it yourself". Amy didn't have time to do that, so just settled up for the £15. When she got home and pulled the shoes out of the box and guess what- the actual price tag on the shoes said £10! The next day she went back to customer service desk in the store and happened to be waited on by the same clerk. Amy explained what had happened and the clerk said, "That wasn't my fault; it was the cash register. I can't help you". Amy had to ask to see the store manager to get the issue resolved. He gave Amy her money back, but gave her no apology.

What are the consequences of this? How might this customer feel?

Would they be satisfied? What could have been done better?

Betty's story

Betty went into a book shop to buy a children's book for a grandchild. She went to the customer service podium in the centre of the store and gave the title to a clerk and asked where to find it. The clerk waved her arm in the direction of the children's book section and said, "Over there." As Betty walked away, she heard the clerk turn to her co-worker and say in an annoyed tone, "She didn't even TRY to find it on her own."

What are the consequences of this? How might this customer feel?

Would they be satisfied? What could have been done better?

Molly's story

When Molly was 18 years old, her mother died of lung cancer. She had clothes that she had purchased during her illness that she had never even taken the tags off to wear. Molly's father asked her to return the clothes to the store. Molly took the clothes to the shop where they had been purchased and told the sales assistant that her Mum had purchased the clothes and she'd like to return them, although unfortunately she couldn't find the receipt. The assistant was very rude in her manner and said "Well why can't you just get the receipts from you Mum?" When Molly explained that her Mum had died the assistant said, "Well, you don't look too sad about it."

What are the consequences of this? How might this customer feel?

Would they be satisfied? What could have been done better?

Jack's story

Jack was looking for a game in a shop and found an empty place on the shelf where the game had been. An employee walking past him asked if he could help. Jack explained that he was looking for the game and he volunteered to go in the back and look for the game for him. Jack thanked him and waited ... and waited ... and waited. After 10 minutes, he had still not returned and Jack stopped another employee. He replied that the first employee had gone home. He never returned to let Jack know.

What are the consequences of this? How might this customer feel?

Would they be satisfied? What could have been done better?

Pete's story

Pete was having dinner at his favourite restaurant – and ordered his favourite item on the menu, a pasta dish he'd had many times before. But he got a surprise when his meal arrived- the dish contained lots and lots of peas! Pete rechecked the menu to see if the description of the dish had changed, but it hadn't and had no mention of peas! Pete pointed out the mistake to the server and she gave no apology and simply said that one of the chefs likes add peas to the dishes. She insisted that many people consider it a "pleasant surprise." But what may be a pleasant surprise to another customer was an "unpleasant surprise" for Pete as he hates peas. When he told the server this she just shrugged and said "It's not my problem".

What are the consequences of this? How might this customer feel?

Would they be satisfied? What could have been done better?
