

1.04 PRINCIPLES OF BUSINESS & FINANCE

1.04 Defining Spectacular Service

There are many ways to build customer relationships, both internally and externally. This activity will give students an opportunity to develop shared definitions of positive customer relations and describe what spectacular service looks like in practice and applications.

Directions:

Use the worksheet below to jot down your internet research findings regarding

Spectacular Customer Service

On the left side of the worksheet, list three ways a company can build positive customer relationships.

On the right side of the worksheet, for each statement listed on the left, give three examples of what it looks like in practice. For example, suppose the writer listed *“Exceed customer expectations”* as an example of a way that a company can build positive customer relationships, what would that look like in practice? One description of what that might look like in practice would be: *a company could develop a focus group, invite valued customers to come in and be a part of a panel discussion on how to better customers*. You are getting customer feedback on what products and service they value, then as a company, you will not only meet, but exceed the customers’ expectation.

At the bottom of the worksheet, list three slogans or “catchphrases” from current businesses whose message communicates positive customer service. For example, United Airlines’ slogan is *“Fly the Friendly Skies”*.

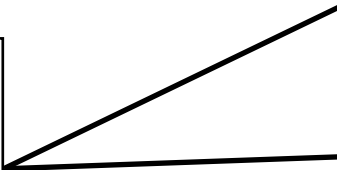
(Link: [Achieving Excellent Customer Service](#))

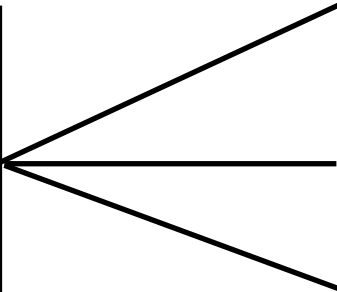
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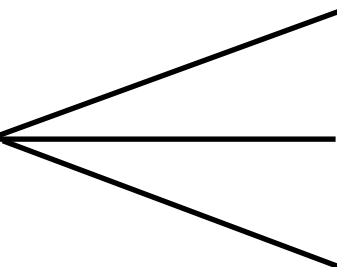
1.04 Spectacular Customer Service: Word Map

Describe three ways that a company can build positive customer relationships & identify company.

What does that look like?







Give three examples of catchphrase, mottos, slogans that personify positive customer relations & identify the company.

