

## **The Learning Company**

### **CUSTOMER SERVICE Assignments**

#### Assignment #1

Write a compliment letter and a complaint letter for any situation, using the samples on pages 11 – 12 if necessary.

#### Assignment #2

Identify the expectations of customers who go into a restaurant, pharmacy, clinic, furniture store, etc. (The instructor will choose TWO businesses on which to base the answers.)

#### Assignment #3

Describe one situation of coproduction you like/enjoy AND one situation of coproduction you don't like/enjoy. Explain why.

#### Assignment #4

Page 102 (Skill Building): Look at the first bullet item. What would you do?

#### Assignment #5

Page 119 (Skill Building): Look at the 2<sup>nd</sup> scenario. Give your opinion.

#### Assignment #6

Are YOU a leader? Why or why not?

#### **Other Activities** (if time permits, or as substitution)

Page 48, Ethics in Action

Describe a situation you experienced with a challenging customer.

Page 119, Ethics in Action

Page 133, Ethics in Action

Page 148, Ethics in Action

A new \_\_\_\_ has just opened across the road from your business. They will be direct competition. What CS ideas would you implement or strengthen to try to minimize the defection of your customers to the new competition? Be creative.

Page 160, Ethics in Action