**CUSTOMER SERVICE – HOMEWORK: SESSION 7**

**Customer Service: Skills for Success – 7th Edition**

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**Chapter Ten: Encouraging Customer Loyalty**

Define Customer Loyalty. Explain how it can be achieved.

What is the Role of Trust in building relationships? How can it be established and maintained?

Identify the Trust-Building success strategies that can help you personally to build trust with customers.

Do you believe that customer-provider relationships are based on personal interaction, not policy and procedures? Explain your answer.

How can you emphasize to your customer that you have their best interests at heart?

What is the key to recovery when making mistakes?

What is meant by the statement, “Trust Your Customers.”?

Why is it important to ensure your nonverbal cues match your verbal communication?

Why is it important to create a social bond with your customers? How can this be achieved?

How can you Keep an Open Mind? Why is this important?

What are some of the ways you can Show Respect to customers?

Why is it important to seek input from your customers? What are some useful techniques in doing so?

Define Customer Relationship Management (CRM). Explain its importance.

Explain the Role of Channel Partner Relationships on Customer Loyalty.

Compare and contrast Transactional or Indirect – Tactical – Strategic Channel Partners.

Highlight some of the most common Provider Characteristics Affecting Customer Loyalty.

Identify the Six Common Customer Needs?

Outline the Five-Steps in the Planning Process Model.

What is meant by the statement, “If your customer has a problem, you have a problem.”?

What are the current Trends in Customer Expectations?

Explain the components in Making the Customer Number One.

Identify the tips that can help provide quality service to customers.