**CUSTOMER SERVICE – HOMEWORK: SESSION 6**

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

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**Chapter Eight: Customer Service in a Diverse World**

Explain the Impact of Diversity on customer service.

How can organizations create a positive diverse customer environment?

What key question(s) should a service provider ask oneself when dealing with diverse customers?

Define Diversity. What factors are typically considered when defining diversity?

Why is it important to be aware of differences and your own preferences when dealing with customers?

Define Values. Why should service providers respect the values of their customers?

Define Modesty and its impact on customer service.

Define Expectations of Privacy and its impact on customer service.

Explain Forms of Address and its impact on customer service.

Explain the Importance of Relationships in providing exceptional customer service.

How can effective relationships be established?

Define Gender Roles and their impact on customer service.

Explain what is meant by Attitude Toward Conflict and highlight its impact on customer service.

How does the Concept of Time impact customer service?

What strategies aid in providing exceptional customer service to Customers with Different Languages?

What strategies should a service provider consider when dealing with Customers with Disabilities?

What strategies should a service provider consider when dealing with Elderly Customers?

Compare and contrast service strategies for Elderly and Younger Customers?

Highlight basic guidelines for communicating with All Types of Customers.

**Chapter Nine: Customer Service Via Technology**

Explain the Role of Technology in Customer Service.

What is meant by the statement, “Customers are in a position of power as never before.”?

How has the Customer Contact – Call Center – Help Desk evolved over the years? How can it improve?

What is the difference between “High Touch” and “Low Touch” customers? Why is knowing this important?

Compare and contrast Websites – Cloud Computing – Social Media in regards to service technology.

What factors should businesses consider before moving forward into the social media arena?

Identify the five reasons that people are likely to follow your company brand on social media.

What popular social media websites and technology do businesses use to share information and promote products and services? Which do you utilize regularly and trust the most?

What are the Advantages and Disadvantages of Technology used in providing customer service?

What are the most effective methods of Reducing Customer Fears about Technology?

Briefly describe Technology Etiquette and Strategies in using E-Mail – Facsimile – and Telephone.

Identify Tips for Creating a Positive Telephone Image – Effective Telephone Usage – Voice Mail and Answering Machines.

Share your perspective on the Customer Service Tip that “You should personally accept responsibility and do whatever you can to help ensure that they (customers) get the finest level of service available.”