**CUSTOMER SERVICE – HOMEWORK: SESSION 2**

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

**Robert W. Lucas; McGraw-Hill Education; New York, NY 2019 – ISBN: 978-1-259-95407-8**

**Chapter Two: Contributing to the Service Culture**

Define Service Culture. What factors contribute to it and how is it communicated?

Define Attitude and its role in organizational success.

Define Customer-Centric. How has it impacted selling product and service?

Identify the 8 Elements of a Successful Service Culture.

Explain Service Philosophy or Mission.

Compare and contrast Mission and Vision Statement.

How does leadership impact service success?

Explain Employee Roles and Expectations. How do they impact customer service?

What is meant by the statement, “As a service professional, you are the “face” of your organization?”

Define RUMBA goals and their role in providing superior service.

What qualifications and competencies do customers expect from service employees?

Explain Policies and Procedures. How can they impact customer service?

Explain Products and Services. How can they lead to customer loyalty?

Explain Motivators and Reward. How do they impact performance?

Explain Management Support. What key role should a manager, supervisor, and/or team leader play?

What should one look for when searching for a Mentor?

Explain Employee Empowerment. Why is this so important to achieving success?

Explain Training. Why is this an essential component of any organizational culture?

How can an organization establish a Service Strategy? Who is responsible for successful service?

Define Service Delivery Systems. What three factors are involved?

From your perspective, what are the most critical Strategies for Promoting a Positive Service Culture?

How can an organization demonstrate a high level of service commitment?

What are the Seven Things Customers Want from a service encounter?