**CUSTOMER SERVICE – FILL-IN-THE BLANK: SESSION 1**

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

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

**Chapter One: The World of Customer Service**

Customer \_\_\_\_\_\_\_\_\_\_\_\_\_ is the ability of knowledgeable, capable, and enthusiastic employees to deliver products and services to their internal and external customers in a manner that satisfies needs and ultimately results in positive word-of-mouth publicity and return business.

By satisfying customer \_\_\_\_\_\_\_\_\_\_\_\_\_, organizations can truly become customer-focused organizations.

Customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Organizations (CFOs) are companies that spend energy and effort on satisfying internal and external customers by first identifying customer needs, and then establishing policies, procedures, and management and reward systems to support excellence in service delivery.

Customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Management (CRM) is the concept of identifying customer needs: understanding and influencing customer behavior through ongoing communication strategies in an effort to acquire, retain, and satisfy the customer.

All companies and organizations have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers, or both.

\_\_\_\_\_\_\_\_ Customers: People within the organization who either require support and service or provide information, products, and services to service providers who interact with external customers.

\_\_\_\_\_\_\_\_ Customers: Those people outside the organization who purchase or lease products and services.

In the past when many people worked on farms, small artisans and business owners provided customer service to their neighbors. No \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ stores existed.

People bought materials at the general store to make their own repairs to clothing, equipment, and household items. To supplement their income, many people made and sold or bartered products from their homes in what came to be known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

As trains, wagons, carriages, and stagecoaches began to cross the U.S., Europe, Asia, and other parts of the world, they carried \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and provided transportation.

When industry, manufacturing, and larger cities started to grow, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ industry really started to gain ground.

Today, businesses have changed dramatically as the economy has shifted from a dependence on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to a focus on providing timely quality \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Organizations such as the International Council of Customer Service Organizations ([www.iccso.org](http://www.iccso.org/)) work to help develop and promote service & professional excellence \_\_\_\_\_\_\_\_\_\_\_ throughout the world.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ affected jobs in the following ways: quantity of jobs created, distribution of jobs, and quality of jobs.

As greater numbers and greater varieties of goods are produced, more service people, sales people, managers, and other professionals are needed to design and market \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ delivery systems that support those products.

A variety of factors, including prevailing interest rates and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ demand, typically cause companies to evaluate how many people they need and which jobs will be established or maintained.

Two parallel trends in job development are occurring.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Make yourself indispensable to your employer by building a strong internal \_\_\_\_\_\_\_\_\_\_\_\_\_ of associates w/in the organization in order to reduce your chance of layoff during downsizing.

Employees who do obtain and maintain the better customer service \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that provide good working conditions, security, and benefits will be the ones who are better educated, trained, and prepared.

Many factors caused the economic shift from manufacturing to service.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Consumer \_\_\_\_\_\_\_\_\_\_\_\_\_\_ continues to shift.

Economists use Demand Curves to illustrate \_\_\_\_\_\_\_\_\_\_\_\_\_ in consumer behavior in a particular market.

Many of the shifts that are evident in today’s business world are tied directly to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shifts.

As the economy took a downward spiral in the latter part of the first decade of the 21st century, consumer confidence shifted, many organizations struggled to provide quality service levels with reduced \_\_\_\_\_\_\_.

Large numbers of customers search and do their \_\_\_\_\_\_\_\_\_\_\_\_ for products and services online and often use retail outlets as a showroom to physically examine things they are interested in potentially purchasing.

The upside of this growing, evolving, and aging population is that there will be a need for more consumer goods and services to provide for the needs and expectations of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers.

The development and increased sophistication of machines, telephones, service equipment, and computers have caused an increase in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Service and nonprofit organizations are looking to available technology as a way to \_\_\_\_\_\_\_\_\_\_\_\_\_ with and provide services to their clients and members.

Many organizations have discovered the power of using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ media in their marketing and sales initiatives. Not only can they receive and give customer feedback quickly, but they can also send out information about pertinent products, services, and events and do it a lot cheaper than through traditional marketing and advertisement initiative cost.

Advances in technology, communication, & transportation have opened new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and allowed decentralized worldwide access for production, sales, and service.

As the world changes so do individual \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Throughout the world, there has been a tremendous amount of dynamic \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the recent past due to economic instability, quickly expanding and enhanced technology, global mobility where people move quickly and frequently, and other factors.

Because different societies view what is important from different perspectives, clashes can sometimes result when service providers encounter customers who have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ different from their own.

As a result of societal values, companies often change their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to doing business.

Self-service kiosks are becoming \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in many business locations.

The fact that women are in the workplace means that many of their traditional roles in society have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, out of necessity or convenience, to service providers.

Studies on consumer buying habits find that women either make or heavily influence \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ decisions at home.

The increase in numbers of people from different cultures entering the workforce will have a profound \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on the business environment.

The growth of older workers entering the workforce is the result of a variety of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ factors.

Almost any product or service is \_\_\_\_\_\_\_\_\_\_\_ at the click of a mouse, press of a key, or voice command.

Armed with a password, site address, and credit cards, shoppers use this \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ marketplace to satisfy needs or wants that they likely did not know they had before logging onto their computer and connecting with the Internet.

Many people in different parts of the world are still struggling to make ends meet financially due to some of the worst \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ conditions in recent memory.

In the past, many consumers took “money is no object” approach to shopping because, if they did not have cash readily available, they had credit cards in their wallet that allowed them to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (often beyond their means).

Economic reports are now indicating that people have begun to shift from a “cutting back” mentality to a slightly more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ “cautious spending” approach.

Another interesting outcome of the recession and massive job losses is that many consumers, especially younger ones, want to have less financial obligation in case something traumatic happens in their life related to employment and financial \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Most customers expect that if they pay a fair dollar, in return they will receive a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ product or service.

Customers are not only more highly educated than in the past, they are also well informed about price, quality, and value of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Armed with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about what they should receive for their money, consumers make it extremely difficult for less-than-reputable businesspeople to prosper or survive in today’s world.

Customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the feeling of a person whose needs have been met by an organization.

A viable customer service environment is the responsibility of every \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the organization – not just the customer service representatives.

Many factors affect your customers and what they perceive as quality service. With the exception of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, all these factors are under control of the organization.

Six Key Components of a Customer Service Environment:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The central component in a customer-focused environment is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Two Kinds of Customers (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Recognizing internal customers is important and crucial to everyone in the organization for on-the-job \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The important point to remember related to your internal customers is that you must take care of them, just as you do your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers.

Organizational Culture includes any element of an organization that a customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Human Resources refers to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of an organization.

A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ may be a tangible item manufactured or distributed by the company or a service available to the customer.

Delivery Systems are the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ used by an organization to provide services and products to its customers.

Service is the manner in which you and other employees treat your customers and each other as you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your company’s deliverables.

All customer-based \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ must provide excellence in service and an environment in which customer needs are identified and satisfied.

Organizations must become \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Organizations.

In the past, organizations took a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ approach to service by waiting for customers to ask for something or by trying to recover after a service breakdown.

If a service breakdown does occur, managers in truly customer-focused organizations should empower EEs at all levels to do whatever is necessary to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the customer.