Activity 1

Review the chart describing the five customers who had negative customer service experiences. Then add your own. Describe a situation in which you have had a negative customer service experience with a business. Will you go back there again? Did you tell anyone about who works for the business? Did you tell any of your friends or family?

Do you remember me? (Believe me, I remember you!)

"I took a day off from work and waited here at home for you to come and fix the dishwasher. You didn't show up."

"I'm the person who waited for your help in the department store, but you just couldn't stop talking to your friend."

"I'm the person who was in your restaurant, waiting at a table, but you never took my order."

"I'm the person who was ready to place an order, but no one was at the order desk."

"I'm the person who's been on hold for five minutes listening to a recorded voice tell me 'Your call is important to us.' "

"We remember you, even if you don't remember us. We're the people who could have been your customers. All you had to do was to give us a little service and show us a little respect. **This is the way we tell you how we feel about your service: We won't be back.**"

Fill in your own experience: _____

_____

_____

Activity 2

Bob eats at a diner twice a month, each time spending $25. Last week he was treated rudely by his server. (Unlike most customers, Bob told his server he was dissatisfied.) The server shrugged it off and did nothing. Bob paid the check and left vowing he would not return. Losing Bob as a regular customer means a loss of $50 per month to the restaurant. Answer the following:

- How much will the restaurant lose over the course of a year?
- How much will the restaurant lose over the course of 10 years?
- If Bob talks with five of his friends and they stop eating at the diner, how much will the diner lose over the course of a month? a year?
- What about the reverse? What if the server had worked things out and Bob returned to the diner twice a month, but this time with his wife and two children? What would that mean to the income of the diner over a year?
- What could the server have done to keep Bob as a customer?

Activity 3

Interaction among employees or departments of a company affect the cost of the final product or service. The more effective relationships and systems are within the company, the more likely the company will be to satisfy the customer. Communications, timeliness, and accountability are important aspects of serving internal customers. The following activity will help you understand the importance of serving internal customers.

The Box Factory*

*This activity, The Box Factory, is excerpted from *VICA: Learn, Grow, Become* and reprinted with permission of the Oklahoma Department of Vocational and Technical Education, Curriculum and Instructional Materials Center.

1. The objective of this assignment is to set and achieve realistic goals and learn to work as a member of a productive team.

2. As a class and working with your instructor, form teams of six to eight people. Make a copy of the box pattern on the following page for each group. Each group will need scissors, a roll of tape and about 150 sheets of construction paper.

3. Each group is to act as a company that makes boxes. Each team should decide on a company name and elect a supervisor.

4. Have your instructor demonstrate how to make a construction-paper box, using the pattern. Your instructor should act as the "quality control department" and not accept poorly constructed boxes.

5. Each group will need to set goals for the number of boxes they plan to produce during each five-minute period. A box is complete once it is given to the quality control person.

6. The supervisor of each company will need to draw a slip of paper from a hat that indicates a problem for the group. This should be done at the beginning of each five-minute session. Use the following examples or create your own:
   - Employee strike (do not allow anyone to work the first two minutes of the next round).
   - Two employees do not show up for work (two players are taken out of team).
   - Equipment was not properly cared for and, consequently, broke down (team cannot use the scissors for the first two minutes of the round).
   - Shortage of raw materials (reduce the amount of construction paper available).
   - Production time has been reduced (reduce amount of time to 3 minutes).
   - Customer want different size boxes (larger or smaller).

Tip
At the end of this activity discuss the following with your class: What is the price of not delivering what is promised? If customer rejects final product as not matching initial (or revised) order, what are the costs to the company? How did the teams feel when these problems arose? Could the teams think of real situations where these types of problems could happen? Were there internal and external customer problems?

7. Each group should keep a record of their actual achievements as compared to their goals. Use the following chart for each group or create a similar one. Remember, that the number of boxes produced does not count until they have been delivered to the quality control person.

Company Name		
	Goal	Produced
Period #1		
Period #2		
Period #3		

