

ASSESSMENT # 4**Total Marks: 30**

Answer the following questions:

Q. 1: Short Questions; (20)

- I. What is the process that we can use to resolve customers' problems?
- II. What is a service recovery process? Outline the steps involved in this process.
- III. Why is customers' feedback important?
- IV. What are the different ways to evaluate customer's feedback?
- V. How fishbone diagram is used to identify causes for a problem?

Q:2: Suggest the best measurement techniques for the following situations (10)

Situation One

Happy customers will return to our company again. How will we know our customers are happy with our products and services?

Situation Two

We introduced a new product six months ago. It is selling well; we sold 90% of the first run within 90 days, but those are the last statistics gathered. However, production costs are increasing, which will narrow our profit margin. Do we continue to produce and sell this product?

Situation Three

Our call center staff tells us that callers are complaining because they have to wait on hold for too long before speaking to a representative.

Situation Four

Our front counter staff has been asked by customers to add chairs to the waiting area so that people can sit and wait instead of standing in line. The staff has also been told on "many occasions" that the parking lot access is poor, with concrete steps and uneven pavement.

Situation Five

In previous years, our super salad was our best seller, accounting for about 65% of our lunch and supper time sales. Now it has dropped to about 45%. Do we need to change our menu? Or should we come up with something different?