
Understanding Your Customers

Total Marks: 30

Q. 1. Give short answers for the following questions: (6)

- I. Define customer expectations.
- II. Outline some basic expectations that customers have about most businesses.
- III. What are the different techniques used for gathering information from customers?

Q. 2. Discuss the benefits of meeting customer expectations. (4)

Q. 3. Discuss different customer personality types. (4)

Q. 4. 'One of the best ways of identifying customers' needs is through questions'. Discuss. (5)

Q. 5. Discuss customer behavior classifications based on time, type, talk and tone. (5)

Case Study (6)

Mr Gavin is a pensioner. He is going abroad to visit her daughter. This is the first time that he will travel by plane and is therefore very nervous. At the check in desk, the clerk notices Mr. Gavin's nervousness and explains in details about the ticket, luggage receipt and boarding card. He then says 'Mr. Gavin if you want I can arrange for someone to assist you to the gate where you board the plane. Just wait over there and I will have a colleague to assist you'. Mr. Gavin waited for 15 minutes, when he boards the plane, one of the crew member takes him to his seat, explains how to use the seat belt, the call button and so on.

1. What did Mr. Gavin want?
2. How well did the airline staff satisfy Mr. Gavin's need?
3. Is there anything else that you think that the airline staff should have done for Mr. Gavin?