

Total Marks: 30

1. Give short answers for the following questions: (10)
 - I. The success and effectiveness of a customer service strategy depends upon the means through which the policy is introduced to the employees". Discuss.
 - II. What is meant by the term 'test the waters'?
 - III. Many organizations give specific names to their customer care programmes. Why they do so? Give some examples.
 - IV. Explain different ways of introducing new service strategies to the employees.
 - V. Define induction discussing in detail the components of an employee induction programme.
2. Training front-line staff alone will not tackle the underlying issues of improvement in service'. Discuss (6)
3. Write short notes on the followings: (6)
 - a) Pilot scheme
 - b) Steering group

Activity (8)

Prepare a training session plan for 6 new employees who have just joined your customer service team. Your aim is to train them in 'handling customer complaints effectively'