

CASE STUDIES

What part of the Service Triangle is most addressed by these examples?

CASE #1

A sign once seen in the lobby of most US Post Offices:

Parcel Acceptance Policy: Parcels bound with scotch tape or masking tape, string or twine are *not* acceptable. Please use filament tape. We do not supply wrapping materials.

CASE #2

A telephone call to a southern California hospital triggered this recorded message: "Thank you for calling Socal Hospital. All our lines are busy at the moment. Your call will be answered in the order in which it was received. Please have your insurance card ready.

If you wish to schedule an eye appointment, call (number). If you wish to schedule a physical examination, call (number). If you wish to make an appointment with the family practice department, call (number). *If this is a life threatening situation, call (number).*

CASE #3

In looking over the menu choices in a restaurant, a customer found few choices. Suddenly she spotted an interesting option: a peanut butter and jelly sandwich. "that sounds great," she smiled. "I haven't had a PB&J in ages. That and a glass of milk will really hit the spot." When she asked for the sandwich, she received the chilly reply: "Sorry, that's on the children's menu—you can't order that..

The customer asked, "I don't understand-why do you have to be a child to order that particular sandwich? That's really what I would like to have." When the waitress firmly refused to place the order, the customer asked to speak to the manager. He offered the same story. "I'm sorry ma'am. We don't serve children's menu items to adults."

Angry and incredulous, the customer decided to have lunch somewhere else.

10 WAYS TO IMPROVE CUSTOMER SERVICE

1. Provide extra service
2. Be culturally aware
3. Know your competition
4. Speak the customer's language
5. Take ownership
6. Understand your customer's business (needs)
7. Don't share internal problems
8. Self improvement
9. Build customer relationships
10. Display a positive attitude