

1. How important is good customer service to the success of a business?
2. Can you think of a time when you received excellent customer service?
3. Can you remember an occasion when you experienced poor customer service?
4. Why do you think some shop assistants are rude?
5. Have you ever had a bad experience when phoning a customer service department?
What happened?
6. Who is responsible for poor customer service? Is it the employee on the front line or the management?
7. In general, what is the quality of customer service in your country?
8. What is the secret of excellent customer service?
9. How could you improve the quality of customer service in your company?
10. Should a company always agree to refund a customer if he or she is unhappy?
11. Do you think after sales service is important or is it just a waste of time and money?
12. Does good customer service always involve dealing with a human being?