

Customer Service

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