LEARNING AS ONE NATION
Expanded Project

Marketing_12

S H S L E A R N I N G A C T I V I T Y

Name: _____ **Score/Mark:** _____
Grade and Section: _____ **Date:** _____
Strand: ☐ STEM ☐ ABM ☐ HUMSS ☐ ICT (*TVL Track*)
Subject: ***Principles of Marketing***
Type of Activity: ☐ Concept Notes ☐ Skills: Exercise/Drill ☐ Illustration
☐ Performance Task ☐ Essay/Report ☐ Others: _____

Activity Title: Customer Service
Learning Target: To explain the importance of customer service to business growth
References: *(Author, Title, Pages)*
1. https://www.desk.com
2. https://study.com
3. DepEd Most Essential Learning Competencies
4. M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Maintaining a healthy relationship with customers and buyers is an important goal for a seller of any product or service. Today, making sales is just the beginning of a positive buyer-seller interaction. A company must gear its operations to provide products or render service that would be satisfying for the customers in the long term. This concept is referred to as **customer service.**

Excellent customer service means creating, sustaining, and ensuring quality for every important part of the customer experience from purchase, to use and maintenance, up to purchase of related products. This also comes with behavioral characteristics such as promptness, courtesy, politeness, and professionalism in all transactions and interactions with customers.

Excellent customer service can clearly lead to customer loyalty in purchasing different lines of products of the business. Moreover, since word spreads around, the customer pool grows which then leads to business growth.

Exercises:

1. Customers have tried calling the 'after-sales' service department of a company on product defects and repair issues to no avail. If ever someone answers the phone, there is the standard remark that company staff will look at the product. No one comes. Comment on the future of such a company.
2. Suppose you were involved in the marketing department of a dealer of photocopy machines. Give three possible items in your marketing plan to ensure excellent customer service.