**Customer Service - Activities**

**Chapter One: The World of Customer Service**

**Work it Out**

Take a moment to list some of the changes related to service that you have personally witnessed in the business world during your lifetime.

* Are these changes for better or worse? Why do you believe this to be true? With these changes in mind, what do you – or would you – do to improve service quality as a customer service professional in your own chosen industry or position?

Personal Exposure to the Global Trend:

To help you recognize the impact this global trend has on you and your family as consumers, think about all the products you own (car, clothing, appliances, TV, electronic devices, etc.).

* List 5 major products that you and your family members own, along with their country of origin.

Take a minute to think about customer service.

* In what ways do organizations typically provide service to external customers?

Think about organizational strategies aimed at recruiting and training service employees.

* What are some things you have heard or read about that companies are doing to attract, hire, and keep qualified service employees?

**Emphasizing Education**

1: Form a discussion group. Spend some time talking about what you believe the role of schools is today and how well they are preparing young people for the work world related to customer service. Share specific personal examples from your own educational background.

2: From small groups and revisit the list of competencies. What additional competencies do you feel are necessary to be successful when working with customers? Do you believe each of these competencies is crucial or not? Discuss your beliefs?

3: In small teams, review the list of “Key Developments That Have Impacted the Customer Service Profession” and pick the one that you believe has most affected customer service in your lifetime and tell why you believe that to be true. In your opinion, has this change been a positive one? Why or why not?

**Planning to Serve**

Working alone or with others, create a list of the major issues facing the service industry or your organization (if you are working) and that directly impact you. Also, list strategies that you can implement to personally address these issues.

* Issue
  + Service industry is growing quickly.
* Strategies
  + Do Internet research to gather statistics on an occupation that I am currently in or in which I am interested. Identify geographic areas of opportunity, possible salary and benefits, and specific targeted employees.