

## CUSTOMER SERVICE

### Session Brief | KS4

(1 Hour)

Why is looking after our customers so important? Come and take a look at how Drayton Manor develops using customer feedback. Look at how important meeting our customers needs, and expectations are and how we handle customer complaints.

### Session Content

- Background of the business.
- Mission statement, values, vision and organisational structure.
- Who are the CS team, and what are the limits of authority?
- What is customer service and why customer service is important?
- Internal customer service.
- External Customer service, who are our Customers?
- How we ensure good customer service.
- Customer types and characteristics.
- Market research.
- Meeting and exceeding customer needs & expectations.
- Customers with special requirements.
- Impact of technology.
- Handling customer complaints.
- Improving our business based on customer feedback.