

# Customer service article review



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Service Review Article Service Review Article Issue service is taken seriously especially when feedback is received as demonstrated by David Segal's article. In *When Companies Get It Right*, the writer acknowledges how Haggler Company receives numerous e-mails from contented customers praising their services. The gesture happens against other negative mails filled with discontentment that come from other clients who constantly criticize the organization for its lackluster services. Haggler, therefore, compiles all the positive responses into a column to find amicable ways of boosting their services economy and offering better services (Segal, 2013). Overall, immediate feedback from customers is a testament that the firm is meeting most of its goals and objectives that include being responsive on a time.

A case in point is the opinion given by Craig Stuart-Paul concerning the services he received from Conair Corporation, a branch of Haggler. According to the customer, his Cuisinart coffee maker had experienced a breakdown after three years of efficient service and this prompted him to contact the head office. Fortunately, the company listened to his complaint and gave him a better and newer coffee maker in spite of it being out of warranty. Additionally, he was given a new box of shipping the newer machine as a token of appreciation.

Another interesting feedback concerning excellent customer service comes from Bill Farren, a resident of Connecticut. Bill was thanking his company for replacing one of the LED light bulbs he had bought at a cost of \$40.

According to the customer, he believed the bulbs would last for decades and this prompted him to lodge a complaint when it got damaged after five months. However, the company was considerate enough to reimburse the

purchase price including sales tax. Similarly, he received a cheque for \$40 to compel Bill to return the dead bulb to identify the fault.

The above gesture is replicated to another customer called Paul Mendelowitz from New Jersey. The breakdown of his TiVo digital video recorder prompted him to seek for a replacement at a good price only if he returned the dead unit. Unfortunately, he made the error of leaving the cable card inside the machine only to realize the error later. He, therefore, sent an email TiVo for the relocation of his cable card and without fail; they found it and returned it in a package. It, hence, saved him \$75 of replacing the device including managing his time of going the company's offices.

Another customer narrated his ordeal when he purchased a General Electric microwave only to discover that it was hard to read the symbols found on the panel. He, therefore, tried to endure the problem, but it only got worse (Segal, 2013). The incident forced him to contact G. E. customer relations if he could ship it back at a certain amount. However, the company convinced him against making the move, and, instead, sent him a refund after presenting the serial number of the microwave. The gesture indicates that G. E. as an organization is willing to take blame for their errors without wasting the customer's time.

#### Reference

Segal, D. (2013, April 27). When Companies Get It Right. *New York Times*, pp. 1-2. Retrieved from <http://www.nytimes.com/2013/04/28/your-money/companies-that-get-customer-service-right.html>