

Service marketing assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

They have evaluated the experience attributes and faced some issues; therefore they have contacted a customer service representative to report their complaints. Place & Time: the four customers' complaints are based in an area in Toronto at Willow Street in the middle-class suburb of the city, and they were all able to contact a customer agent through the phone and all had problems at almost the same time between 1 week to several weeks.

Product & Price: the four customers, each have a different level of usage for Bell Telecommunication Company, discussing each case 1- Winston Chem.: he is considered a heavy user (as he is in the top 2% of all households of high valued phone bills in Ontario) since he has multiuse of Bell's services including home telephone (International calls and local calls to different areas) and the Internet 2- Marie Portfolio: she is considered a medium user (at which 50% of all bills are higher and 50% are lower) where most of her calls are local and long distance calls are made occasionally 3- Eleanor Vanderbilt: she is considered low users (where she is considered one of the bottom 10% of all household subscribers) and most her calls are local. 4- Richard Robbins: he is considered average user (since his bills in the 75th* for a household subscriber) where most of his calls are local, however he has International call to US. 2; As a customer service rep., how would you address each of the problems and the complaints reported? Those four customers have reached the service encounter stage and had a core experience with the services provided by the firm.

Their complaints required a high-contact service through the interaction between the customer and the service employee People: this kind of firm requires direct interaction between service employees and customers, the <https://assignbuster.com/service-marketing-assignment-essay-samples-5/>

customer retention is in their hands as their good interpersonal skills and positive attitude will welcome any complaints and enhance the reputation and performance of the firm, as mentioned in the case, they have taken all the complaints made towards the firm and try to solve their issue. Process: this part of process where the complaints are passed on for solution to the problems. It required procedures to help customers understand and find solutions to their problems. In each case, the process is predicted as follows:

5- Winston Chem.: we can process his complaint, and provide him with a detailed bill to have a described look at the calls he had made. ; Marie Portfolio: suggest and convince her with an attractive package that includes a call wait or a voice message while she is on a line. So she won't miss any more calls and have an idea about her missed calls while she is on the phone. – Eleanor Vanderbilt: trace the obscene telephone calls she has been receiving and report it to an authority to terminate this one is the best solution to this problem.

3- As a marketing manager, do you see any marketing opportunities for the telephone company in any of these complaints? Definitely, marketing opportunities arise from complaints so that the firm can upgrade or enhance and improve its product and services to meet customers' value and have satisfied customers and that's done through the post-counter stage.

Those complaints should be rewarded because they play an important role in the service covers process. Promotions: the marketing manager can identify the different segmented customers according to their usage rate and their needs and provide them with packages that will satisfy their needs.

Customers need to be educated on how the products and services are being

used, and what meets their needs and satisfaction. Physical evidence: provide more locations and high technological branches for easy access to the firm's customer service employees and products and services provided by the firm. A place that is accessible at most times for people who prefer face-to-face contact with a firm's representative.