

Good essay on customer service

[Business](#), [Marketing](#)



1. A company from which I have made online purchase is Best buy. The website link is <http://www.bestbuy.com/>. Best Buy operations are comprised of retail store and online shopping website. Best Buy uses Semantic Web markup language called RDFa for adding semantics to the web pages (Retailgeek, 2012). This was done with an objective of increasing visibility of its online store. It uses the Semantic Web vocabulary for describing products on e-commerce website. The website has a user friendly interface for customer support. In the pre-sales, sales and post sales phase, it has a support function for orders which allows the customers to Check the Order Status, View the Order History and Get Receipt Copies. Post sales service like protection plans and repair services are available. There is also customer support service for refunds. During the sales itself, the users can easily shop for their items and checkout. The website prompts promotional messages for discounts available on different products.

Customer contact options that are available on the website includes a toll free contact number and an email id. Apart from this, the answers to the most common questions can be found on the FAQs page.

An effective communication process is crucial for organizational success. Best Buy improves and innovates its business process on a continuous basis in order to meet the changing organizational goals and meeting customer expectations to remain competitive. Customer service response through emails and phone call at Best Buy is fast, but it is not real time. The recommendation would be to have a chat option on the webpage that can assist the customers and improve their purchase experience.

2. Blogs that I could normally find about the company are negative. Links of

a few blogs that I have checked are as below.

http://www.americanthinker.com/blog/2014/01/target_stores_security_breach_just_the_tip_of_the_iceberg.html

<http://www.npr.org/blogs/thetwo-way/2013/12/19/255415230/breach-at-target-stores-may-affect-40-million-card-accounts>

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These blogs are not written by the company and the company does not respond to these blogs.