

# Marketing and customer service level

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



This Temperature ad appeals to your physiological needs. Everyone knows how important it is to get a good night of sleep; this can be the determining factor for some people, whether they will have a great day or a really poor one. Sleep is essential for your health and well-being, so when you see a Temperature commercial or ad it automatically piques your interest. They offer more personalized comfort and more response to your body. According to Temperature. Com "[email protected] material responds to your body unique shape, weight, and temperature, automatically adapting to support your body.

So whether you sleep on your back, side, or stomach (or change positions during the night) the mattress conforms to you. You get the exact support and comfort your body needs. " Their ads promise no more backaches when you wake up, no more feeling drained after sleeping for hours, and now you can adjust your side of the mattress, If you prefer sleeping on a harder mattress, you can just turn the dial up and vice versa. This newspaper ad is about food in its local footsore. Food appeals to another one of our physiological needs.

This ad shows potential consumers how they can have the foods they want and also the foods they need, at a low price. Most food ads either go with cheap prices or instant meals. We have a desire to fulfill this need for food but most of us do not really want to invest hours into preparing a meal. 1. Explain how adjusting the customer service level could improve a marketing mix. Illustrate. Basically the marketing mix is the 4 A's, place, price, production (product) and promotion but without customer service or the customer, focusing on those 4 A's is pointless.

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Knowing the needs and wants of your consumers, is something you need before you can start on the process of evaluating and determining your marketing mix. Adjusting the customer service level could help you figure out your marketing mix easier. For example, place, most customers want convenience as their location when purchasing products, if a product is not convenient you can possibly lose sale. Price- Setting a price too high could turn away customers, but setting it too low can also have the same effect. Communication is also an important way of adjusting customer service level.

Through communication, you can make a customer feel appreciated.

Allowing them to write reviews on your site, Instead of having them wait 24 hours to have their problems address, have 24 hour live customer service representative. Or If you are going to use the 24 hour replying system, make sure it actually works and that customers are getting replies within this time frame. The bottom line is each customer wants to feel like they mean something to the company; this creates customer loyalty and expands the customer base.

So adjusting your customer service level is very important. Marketing and Customer Service Level By billionaire some people, whether they will have a great day or a really poor one. Sleep is essential for your health and well-being, so when you see a Tempur commercial or ad it automatically piques your interest. They offer more personalized comfort and more response to your body. According to Tempur. Com "[email protected] material can adjust your side of the mattress, if you prefer sleeping on a harder mattress, you can just turn the dial up and vice versa.