

# Creative writing on statistical research on the customer service

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## **Provision at Verizon Wireless**

Business research serves as the backbone of most problem solving techniques as well as service enhancement. This report considers several aspects of research that were conducted in relation to the field of customer services at Verizon wireless. It considers the importance of such research activities and the reasons for conducting such research. The importance of conducting research in this field is that it enables the parent company of Verizon wireless to be able to assess its services to the client. It enables the Verizon wireless to be able to measure how Verizon wireless matches in the particular area of service provision to their clients against other telephony competitors. Customer service provides the direct link of communication between the clients and Verizon wireless. Consequently it is regarded highly as it serves to satisfy all customer queries related to the network. A study conducted by J. D Power and Associates in 2012, placed Verizon wireless at the top in provision of customer services( Hasselton, 2012). The rationale behind such studies is to give the company a clear indicator of their position in the industry as players. The fact that the company topped in the study shows that the quality of customer services offered by Verizon wireless is sufficiently meeting the client's needs. The research has added value to Verizon's knowledge base about its customer's expectations as well as the market feeling about their services, this creates a standard of service that has to be kept high. The main question that can be asked from such research is whether it encompasses all aspects of customer expectations from the customer's service desk of Verizon wireless company. Since such studies could have been limited on certain aspects of the customer service while

neglecting others. Conclusively the importance of research in customer service of Verizon wireless cannot be underestimated.

## **REFERENCES**

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