

For customers essay



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For customers, the most important value is giving them what they want at a price they can afford.

With an ever-growing national reliance on internet connectivity, that means getting the customer fast, reliable internet service at an affordable price. From a customer service standpoint, the price is often less important than the reliability, real or perceived. Now, with their new Fiber Optic Service (FIOS), Verizon is meeting the dreams of the customer and the customer service manager. The keys to the FIOS' ability to add value to the customer is the reliability that the system offers to customers and the speed that it offers, but smaller benefits that Verizon has implemented within the FIOS program may mean as much to the customers.

They just might not know it yet. Verizon offers an online compatibility test so that potential customers can determine if the FIOS program will be effective for their needs and their computer software. The company website also shows a comparison chart between its system and cable internet service. The website even offers a break out of the pricing plans and the terms of the contracts. This is an explanation of the value-added services FIOS offers from start to finish.

First, just by checking the Verizon website, potential customers can determine if their computer and in home network meet the basic requirements of the FIOS system. For example, Windows users who are using a system before Windows XP will find that they are not compatible with FIOS (Verizon, 2007). The system does not support any versions of Windows 98 or

Windows ME. For people who still have Windows 95, the system is completely out the question.

The site also discusses minimal capacities for the computer, insisting that it have a minimum 512 MB of random access memory and recommends at least a gigabyte of memory. The site will even allow users to compare their systems to the minimum and the suggested requirements for each level of FIOS available (Verizon, 2007). Also importantly, the website advertises clearly that the highest levels of connectivity offered through FIOS will only work with a computer that is hardwired into the system. That means that home wireless networks cannot achieve the highest levels of performance. For a customer service representative, this means that the company has already anticipated users questions and problems that subscribers might have with the service. They have fully explained who can and cannot use it, making it much easier when customers call to complain.

If the company knows that the customer was pre-warned, it is easier for the customer service representative to defuse the situation. Furthermore, people are less likely to complain when they have the full knowledge of the service up front. Next a customer may determine what level of service they want with FIOS and using that determine their price package. By publishing the prices, the fact that they come with a one year contract and that installation is included, the company has saved customer service representatives the confusion of having offered several different packages at different times.

As a value-added service to the customer this feature keeps new customers from getting a better deal than existing customer This feature also shows

customers what level of service will meet their needs. The next value added by the FIOS program is that it is fiber optic from the house up. In comparing their service to cable options, Verizon points out that they will install fiber optic cable from the house to other fiber optic cables, meaning that there is no place along the way where the system can easily break down. To a customer service representative, that means a more reliable service for customers. One of the most frustrating calls for a customer service representative is a question regarding service that isn't working. The CSR knows there is nothing that will satisfy the customer other than the restoration of service and that there is not anything the CSR can do to repair that.

A related added value of the FIOS is the speed of the response. With a rise in online gaming and the visual nature of the internet, faster download speeds mean that customers can enjoy their computing experience more. Whether it is for work or play, no one wants to sit around waiting for their internet connectivity and with the new FIOS, they won't. These are the reason why the new FIOS is a boon for Verizon customers and for the CSR staff of the company. Because the company has made all the information public before selling the product and as part of selling the product, the customers get a better product that they can understand and that does the job it was purchased for. For CSRs, the approach means fewer angry customers and a happier work day.

WORKS CITED“ Verizon FIOS”, < [http://www22.verizon.com/content/consumerfios/about+fiostv/who+wins+fios+vs+cable/who+win](http://www22.verizon.com/content/consumerfios/about+fiostv/who+wins+fios+vs+cable/who+wins+fios+vs+cable.htm)

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