Case Study 2

Student’s Name

Institution

**Customers’ View point**

**A.)Complaint resolution**: It is unfortunate have not received the right product I paid for. Kindly review my order and process the right products. I have returned the early product sent to me.

**Customer’s View Point**: This is the second bad experience I am having with your company. It is unfortunate that I have to wait for months to get a product I really wanted to use immediate. This means that process of products in your company is not proficiently done. I was not satisfied with the respond provided by the company. I took days before getting the product back and still my description was not still meant.

**Quality manager**: Complaint should be viewed as a good thing because it makes a company to know its weakness and how customers view it in the market. This allows the company to make adjustment or improvement in service provision to satisfied clients’ needs. The benefit of using feedback is that it helps in improving customer service delivery (Hargrave, 2019).

**B.) Feedback:** The view point was very constructive and focused on the weakness. It brings out the necessary inputs for the benefit of adjustment of customer service provision.

Quality manager: A company is able to analyze its weakness and strength and use the available tools to improve performance. The feedback therefore, is a tool for evaluation of performance in the market.

**Customer View point**: most view point of customers was positive regarding the service provision. Though there are some views which were negative, I believe those views are learning point of the company and can be used to improve the service delivery (Kulpa, 2017).

C.)Guarantees: I received committed and improve performance based on the quality of service provision to customers.

***Customer View Point***: The Company has made improvement on service delivery. Prompt response is received and action to address concerns is faster compared to previous cases.

**D.) Corrective Action.** Immediate actions is needed to address the loop holes in the customer service department and logistic which cause delay delivery of orders.

# Bibliography

Hargrave, M. (2019). Customer Relationship Management - CRM. *https://www.investopedia.com/terms/c/customer\_relation\_management.asp* , 2-15.

Kulpa, J. (2017). Why Is Customer Relationship Management So Important. *https://www.forbes.com/sites/forbesagencycouncil/2017/10/24/why-is-customer-relationship-management-so-important/#48d33bd57dac* , 2-15.