

Management: The Importance of Achieving Customer Satisfaction

Notes to the Teacher

1. Introduce the objective and distribute the worksheets. Ask how many students have bought products they did not like or had shopping experiences where they were treated shabbily. Mention that this activity focuses on the positive attributes of products, services, and organizations that maintain loyal customers.
2. Ask students to think about items they purchase that give them superior performance---things they buy repeatedly. Ask them what stores and businesses they like. Have them think of the businesses and products their family enjoys. (Tell them products can be as simple as a mechanical pencil or pen or brand of socks or shoes.)
3. Tell them to list the items and the reason(s) they like them on the "Customer Satisfaction" worksheet.
4. Have students discuss their item choices and reasons in small groups. Notice the enthusiasm or pride that is exhibited through voice inflections, louder talking, and/or gestures.
5. Engage students in a large-group discussion. Which products/types of products were mentioned frequently? Which brands? Why did customers like these items? What service businesses were mentioned? What kind of praise did some of them receive? What other kinds of businesses/stores were mentioned?
6. Ask students what emotions and behaviors they noticed in each other as classmates described a product/service/business they valued (animation, enthusiasm, positive energy, other).
7. Ask students to complete the Customer Expectations chart. Have a class discussion about student responses. Product benefits might include performance, durability, time/money/labor saved, enjoyment, comfort, style, safety/security, convenience, prestige, and health. Post the RATER model for students to review: Reliability (most important), Assurance, Tangibles (hardware, equipment, and personnel to deliver), Empathy, and Responsiveness. Tell them that this model comes from the research conducted by the Marketing Department at the University of Texas.
8. Ask students if they or any of their family members have bought a product or used a service based on hearing about it from a friend or neighbor. Ask if they've ever heard the term, "word-of-mouth advertising." It's reported that satisfied customers tell nine other people about a product or service they like.
9. Ask students to identify several well-respected, popular businesses. Have them use the RATER model and give the business a score on each factor, 1 (lowest) to 5 (highest).
10. Ask students to report their responses to the class.
11. Have a class discussion on the following questions:
 - A. Is service quality as important as product quality? Why?
 - B. How important is customer satisfaction? Why?
12. How might businesses determine levels of customer satisfaction in order to improve?

Variations/Extensions

1. Ask students to interview their parents about the products and businesses they think are superior and the reasons for their choices.
2. Invite a representative from a local business to discuss ways their organization promotes good customer service. Have students prepare in advance questions to ask the visiting business person.
3. Show video clips that demonstrate customer satisfaction. One example is *Remember Me* by CRM Films.
(*Remember Me*, 3rd ed. Video, 10 min., CRM Films, 2000. (<http://www.crmfilms.com> or 1-800-421-0833.)