

Needs and Expectations of different types of Customers

Customer service: Customer service is a series of activities designed to enhance the level of customer satisfaction that is the feeling that a product or a service has met the customer expectation. (Wikipedia)

The organisation that I will be choosing is **Game**. This company is a PLC company and retails in video games and consoles its flagship quarters are in London Oxford Street its headquarters are in Basingstoke, Hampshire . The company itself has loyalty cards for its customers where the customers are offered a 10% discount when they download 5 or more games online. The reason I have chosen this business is because I always come to this store for all my games and consoles and to sell my preowned games there. This is because every time you go into the store itself the staffs always greet you with a nice smile and greeting you into the shop itself. Also they are always there to help you if you have any enquiries or complaints and take it seriously but don't leave you waiting for long.

The key areas of customer service in Game are that they listen to their customers. Listening to your customers can make or break the business. Letting your customer know that you are listening make appropriate responses such as suggesting how to solve a problem. This can make the customer happy and make the customer want to come to the business again and again, thus positioning your business to reap all the benefits in good customer service. Good attitudes in the business is vital for any business having a bad attitude in customer service can lead your business having a reduced amount of customers in the end your business deteriorating . Promotions and slash prices to bring in as many new customers as you want. This can be useless after a time to the business because your business won't be profitable for long. Dealing with customers complaints can help the business itself if the customer knows you have dealt with the complaint well, it will please that particular person and welcome you to their business more.

External Customers: Are outside business and individuals who contact your organisation because they require goods or a service.

Internal Customers: Are colleagues who work with you and need you to do something.

Special Needs: Are particular requirements a customer may have, often related to a disability.

Different types of customers that could come into game the store itself. Can include:

- Disabled people

Type of Customer	Needs of the Customer	Expectations of the Customer	How these can be met by the business	
Families	Polite welcoming into the business	Good value products	The products eg: quality, safety, and packaging. The Staff e.g.: helpfulness, communication skills etc.	
Disabled People	Understanding empathy	Care and attention	The staff e.g.: helpfulness, accuracy of information and learning to understand the	

- Young Person
- Families

			customer's condition.	
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Type Of Customers	Needs Of the Customers	Expectations Of the Customers	How these can be met by the business
Young People	Polite welcoming	Rapid response to enquires.	After sales care

In Game the game store the importance of providing its customers with accurate and reliable information is a major must the company must always remember that there are certain things, such as understanding the customer's needs and expectations. Game achieves this by making sure they have someone who knows about the product
In their store this helps the business in a good way .

When a customer contacts a company to complain about a product or a serviced received by the business. For every person who complains there can be one that can't be bothered to complain but can spread negative comments about the company. Game can achieve customer satisfaction by immediately answering the complaint and to solve the problem. It may be to give money back, exchange a product or do some repair. A special bonus can be included in the customer's satisfaction to make the customer extremely happy game will provided a reduced price on another product from Game. Game also has a generous return policy to satisfy dissatisfied customers.

Game deals with safety precautions very well. Safety is the state of being safe the condition of being protected against physical, social, spiritual, financial, political, and emotional. First thing is protecting the customers as well as the people at work, against risk to health and safety. Controlling the use of highly flammable or otherwise dangerous substances. Duties of the employees.Provisions of such information, instructions, training and supervisions as it necessary to ensure health and safety at work.

Things that can include the safety of employees and customers:

CCTV

First aid kits

Fire Exits

Anti Theft Detectors

Identity Cards Worn By Staff

Signs(wet floor, wet paint etc)

The first benefit of customer service is obtaining customer satisfaction. Satisfied customers become repeat customers. This means that well trained customer service representatives are needed to handle questions and issues. Representatives that help the customer can ultimately lead to better customer satisfaction.

The customer's loyalty is a key indicator to a business. It is when someone remains a repetitive customer of a product or service. Customer Loyalty occurs when a product or service consistent in what it is supposed to do. This can result to lead to a steady revenue in the business.

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