



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Customer service - Morrisons

Where does the lesson fit?

This session would be useful to introduce and explore customer services in an Operations Module or specific Customer Service module.



Suggested resources & activities related to customer services and Morrisons

- Full Morrisons case study
- Customer Services PowerPoint
- Training and development lesson resources
- Morrisons crossword
- Morrisons word search

Suggested timings for the session

10 mins	Starter e.g. Morrisons word search
5 mins	Use the Customer Services PowerPoint to discuss the topic
5 mins	Read the case study
15 mins	Questions
15 mins	Task . comparing experiences of good and poor customer service
10 mins	What have you learned?

Answers to questions

1. ~~Quality~~ customer service adds value~~q~~ What is meant by ~~a~~added value~~q~~
Added value is the difference between the cost of providing a product/service and the price the customer is willing to pay for it. The provision of good customer service means that customers value more the product/service they receive
2. Describe the four key components of customer service.
The four key components of customer service are:
 - Information
 - Specialist attention
 - After-sales service
 - Convenience



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3. Explain how Morrisons measures customer service.
Morrisons measures the level of customer service it offers through:
 - Exit surveys
 - Mystery shoppers
 - Direct contact between customers and employees in-store

4. Analyse the benefits to Morrisons of providing excellent customer service.
Benefits include:
 - Satisfied and loyal customers
 - Increased number of customers visiting Morrisons stores (up from 10.5m to 11m per week)
 - Increased profits (up 13% in 2010)
 - Motivated colleagues
 - Reputation

What have you learned?

Expected learning would include:

- Examples of good customer service
- Key components of customer service
- How customer service can be measured
- The benefits of customer service to both the customer and the business