



THE TIMES 100

Edition 14

first direct: Using customer service to position a business **Lesson plan**

Content area

- Customer service
- Meeting customer needs
- Market research
- Strategic advantage

Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

First Activity:

Using the case study and any other resources, define the following words:

Manufactured goods; tangible qualities; intangible qualities; features; choice; opportunity cost; refund; after-sales service; offer; differentiation; USP; positioning; consumer; current account; direct debit; debtors; creditors; insurance; loans; tertiary sector; call centre; retail; customer service; mission statement; benchmarking; internal customers; external customers; concept; business model; delegation; empowerment; product; service; market research; primary research; secondary research; qualitative; quantitative; focus groups; competitors; online bank; overheads; employer; employee; mentoring; coaching; facilitating; aptitude; team leader; organisational structure; payback; operational costs; customer retention; advocate; mortgage; existing customers; faceless organisation; loyal customer base.

Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of **first direct**.



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Questions

1. Who owns first direct?
2. Using the case study, list the products which **first direct** currently offers.
3. What is the difference between a tangible and intangible quality?
4. How many customers and employees does **first direct** have?
5. How many calls did **first direct** receive in one week?
6. Why does first direct work hard on customer retention?
7. What is **first direct's** mission statement?
8. How does first direct approach working towards its mission statement?
9. Why is it important for **first direct** to do market research?
10. What types of research does **first direct** conduct?
11. Why is it important for new recruits to understand the core values of customer service delivery?
12. What is an advocate?
13. What are the benefits of providing good customer service?

Activities

- Write your own customer service strategy . what would you do to show that your business cares about its customers?
- Set up role plays for different scenarios for dealing with customer queries . complaints, surveys of the service and general queries.

Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory:
<http://www.thetimes100.co.uk/theory/theory--market-research--315.php>
<http://www.thetimes100.co.uk/theory/theory--customer-service--279.php>
<http://www.thetimes100.co.uk/theory/theory--customer-satisfaction--278.php>
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