Customer Service: A Common Sense Approach

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Who are our customers?
Who are we competing with to attract customers and what advantages do our competitors have?

- The American Marketing Association states that kids are influenced by the “Four Ps” Product, Placement, Price and Promotion.
- Advertisers spend $17 billion annually.
- Kids are exposed to 20,000 targeted ads annually.
- Marketing influences food preferences and habits.
- Kids have influences on parental spending.
Methods for Promoting Customer Service

- Promoting your message and selling your program.
- Putting emphasis on training and accountability.
- Building positive relationships with customers and among team members.
Polling Question

What method or methods best describe your current approach to promoting customer service?

A. Putting an emphasis on training
B. Policy and accountability adherence to policy
C. Leading by example
D. Building positive relationships
E. All of the above
Questions?