Keys to Success: A Customer Orientation

World Trade Practices: Chapter 20

Challenges

- Dissatisfied customers hurt business.
  - On average, a unhappy customer complains to at least 10 other people.
  - Some sources indicate it is as high as 25 other people.
  - Only up to 4 percent of unhappy customers ever contact company.
  - Just switch suppliers.

A Complaint is a Gift

Benefits

- Builds customer loyalty.
- Word-of-mouth of satisfied customers.
- Adds to company credibility.
- Can become competitive advantage.

What constitutes good customer service in your country?
ROLE OF COMPANY
Creating Effective Customer Service

Baseline Domestic Service
- Review current program
- Determine strengths
- Consider areas needing improvement

Distance Multiplies Problems
- Repairs to technological products
- Warranty claims

International Customer Service Organization
- The Dartnell Corporation

Needs of international buyers
- Unique roles of foreign representatives
- Product that meets needs
- Great communication
- Lack of discrimination
  - Between various markets and home
- Great prices

Specific Issues
- Language
- International training/documentation
- Cultural considerations
- Logistics
- Product warranties
- Are they crazy???
ROLE OF FOREIGN BUYERS
Creating Effective Customer Service

- Repairs and product-related problems
- Consolidating shipment
- Customer training and support