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| **Course:** | BF10: Principles of Business and Finance |
| **Objective:** | NC CTE 1.04: Foster positive relationships with customers to enhance company image. (CR:003, CR LAP 1) |

**Unpacked Content**

1. Explain the nature of positive customer relations (CR:003, CR LAP 1) (CS)
   1. Importance of positive customer relations
      1. Develops customer trust in product or service
      2. Allows company to seek and act on customer feedback to improve product or service
      3. Develops repeat business
      4. Establish long term success
   2. Techniques for building
      1. Understand each customer has unique needs
      2. Listen to and engage your customers
      3. Set and achieve high service standards
      4. Provide quality service
2. Customer relations- the way a business and employees of the business communicate and interact with their customers.

**1.04 Defining Spectacular Service: Word Map Group Activity**

There are many ways to build customer relationships, both internally and externally. This activity will give students an opportunity to develop shared definitions of positive customer relations and describe what spectacular service looks like in practice and applications.

**Directions:**

The class will divide into groups of 3-4 students for small group discussion. (10 minutes)

Each participant will be assigned a role in the small group discussion:

***Reporter*** (presents to the class)   
***Recorder*** (takes notes and completes the visuals for the group)   
***Questioner/reflector*** (probes for clarity)   
***Moderator*** (manages time and activity of the group).

Each member in the small group is given a copy of the 1.04 Spectacular Customer Service: Word Map worksheet found below. Each group will receive a large piece of paper (flip chart page).

The Word Map worksheet is simply a place to jot down your ideas to share with the group.

On the left side of the worksheet, list three ways a company can build positive customer relationships.

On the right side of the worksheet, for each statement listed on the left, give three examples of what it looks like in practice. For example, suppose the writer listed *“Exceed customer expectations”* as an example of a way that a company can build positive customer relationships, what would that look like in practice? One description of what that might look like in practice would be: *a company could develop a focus group, invite valued customers to come in and be a part of a panel discussion on how to better customers.* You are getting customer feedback on what products and service they value, then as a company, you will not only meet, but exceed the customers’ expectation.

At the bottom of the worksheet, list three slogans or “catchphrases” from current businesses employ, whose message communicates positive customer service. For example, United Airlines’ slogan is *“Fly the Friendly Sky”.*

Once the group’s has finished brainstorming (10 minutes), the reflector/questioner will ask questions of the group to help polish the thoughts and ideas for the presentation.

Once the group has agreed upon three ways to build positive relationships, along with techniques of applications, the recorder will transpose information to the flip chart page or large sheet of paper. The presenter will then use the flip chart page as a visual to give the presentation to the class.

Adapted from: 50 Activities for Achieving Excellent Customer Service, Darryl S. Doane, and Rose D. Sloat, HRD Press, Amherst, MA. [www.hrdpress.com](http://www.hrdpress.com)

**1.04 Spectacular Customer Service Word Map**

**What does that look like?**

**Actions taken by employees like?**

**Give three examples of catchphrase, mottos, slogans that personify positive customer relations**

**Describe three ways that a company can  
build positive customer relationships**

**1.04 Small-group Discussion Reflection Sheet**

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Role:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Topic:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A. Comment on **your group’s ability** to work together in a positive manner. Consider internal customer service techniques such as; cooperation, listening attentively, and courtesy.

What are your group’s strengths?

What are your group’s areas for improvement?

B. Comment on **your own ability** to work in a positive manner. Consider internal customer service techniques such as; cooperation, listening attentively, and courtesy.

What are your strengths?

What are your areas for improvement?

Comment on your success in fulfilling the role you was assigned.

Adapted from: Think Literacy: Cross-Curricular Approaches, Grades 7-12