Meeting Customer Needs

Case Studies- in each of the situations below think about how you would find out what the customer needs and how you would go about meeting them.

*You’re working behind the bar at a music event and a regular customer has been watching you for some time. When you are free he approaches you and asks if you will ‘look after something for him’ until the end of the night. What do you do?*



You are working on the Customer Service Desk dealing with housing issues for the council. It’s been a busy day and your next customer speaks very little English, she has two little children with her who are getting restless after waiting so long and you are struggling to understand her.



You are working as a beautician and a customer rings you who wants to make an appointment to see you on the morning of her wedding next month. She sounds very nervous and you’ve never met her before. How would you help her?

You are working in the stationary department of a large department store when a customer comes into your store who is very elderly and clearly out of breath. He looks very pale and unwell. It is very quiet and you are able to give him your full attention. How would you deal with him?



It’s been a busy day at Travis Perkins the builder’s merchants when a valued trades customer arrives in his lorry. There is not much room in the car park but you know your supervisor would not want you to turn him away. How do you meet the customer’s needs?



*You are working for a mobile phone provider in a high street store and your customer wants to buy a smart phone but has never had one before. She seems to be a bit embarrassed. How would you help her?*