



## **2020 Customer Service Scenario**

### **The American Book Company**

You work at American Book Company as a customer service representative. You receive a call from an angry customer who has not received a book she ordered. She purchased the book 10 days ago as a present for her spouse's birthday which is in a week. She reports that she checked the tracking number which reflects the book has not yet been shipped. When you investigate the order, you discover the book is on backorder and will not be available for another 2 weeks. The customer was never notified that the book was on backorder.

How do you respond?

1. Present and discuss the consequences of ignoring the situation addressing:
  - a. Public relations
  - b. Profitability
  - c. Employee morale
  - d. Long-term success
2. Present and discuss 3 possible solutions to satisfy the customer that describes and includes: Public Relations, Profitability, Employee Morale, and Overall long term business success of EACH solution
3. Select the best solution and be prepared to act it with for the judges. Include an opening and closing statement to your customer/judge that shows both your understanding of the problem and your empathy towards the customer (hint: remember that this must be a solution you have already explained in step 2)

\*Refer to the rubric for specific details on will be evaluated in the presentation