Great Customer Service in the CNMI

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Abstract

A college student gathers information about Great Customer Service in a four month span. The college student focuses mainly on why giving Great Customer Service is important in the CNMI and compares how retail outlets and Restaurants in the CNMI portrays Customer Service. The Researcher, Shannon Dela Cruz.

Introduction and Background

What is happening to customer service? More often than not customers are met with boredom,indifference, and even rudeness or descension. When they are greeted with a friendly smile and a helpful attitude, they are thrilled. They may even tell their friends. They feel grateful when they get good service. Customers should never have to feel grateful for being treated well. Being treated well should be the standard. Take off your customer service provider hat for a moment and out on your customer hat. Think about your own interactions as a customer. In the past few days how many times were you a customer. In the past few days, how many times were you a customer? Did you go to the grocery store or run into a convenience store? How about visits to the post office, doctor’s office, bank, laundry? If you are not happy with the service at one business, you have options. Customer can go to any establishments. Remember customers have lots of choices. If customers are not happy with the way employees of an establishment treat them, customers can go somewhere else. How you treat customers does matter. Which ones stand out in your mind? You are likely to remember service that is outstanding or awful. Mediocre service is soon forgotten.

 The curious researcher went to many different retail outlets and restaurants and closely monitored how customer service was provided in each establishment. The curious researcher chose Pacific Islands Club, Shell gas stations and Kensington. Upon entering the establishments the curious researcher notices courteous treatment and positive attitude towards the employees. When it came to communicating the employees were very engaging and the curious researcher formed a bond.

Literature Review

Doesn’t everybody appreciate great customer service? Practicing great customer services brings customer loyalty, increased sales, and most especially public image in the CNMI. CNMI business establishments needs to step up on customer services.

Customer loyalty is the result of consistently positive emotional experience, physical attribute based satisfaction and perceived value of an experience, which includes the product or services, According to Renee Evenson customer service training 101. Once you build a strong relationship with customers , your work is not done. Customers come back a second time because you established a relationship with them. Remembering a customer's name when they enter the establishment makes him/her feel valued. Another way to obtain customer loyalty is learning your customer preferences. If you have to many customers try to start a card file or a computer file and note to your repeated customers preferences. Customers would be impressed that you care. In order to obtain customer loyalty one must obtain a friendly and welcoming first impression. First impressions includes a person’s looks and actions, including general grooming and cleanliness, voice tone, attitude, body language, and posture. In a survey regarding great customer services a question was brought upon. NMC student chose to get their fuel in Shell gas stations rather than Mobile gas station. When asked fifteen NMC students claim Shell has a friendly customer service than Mobile. Mobile employees do not show friendly services.

In an interview with Jim Arenovski who owns several businesses establishments in Saipan about four Shell gas stations. He also conducts trainings in latte solutions . Arenovski claims

that teaching and implying customer services in business establishments will definitely increase sales. By implying great customer service to a customer it repays the business with customer loyalty. In an interview with human resource director Ginger Choi, who works in Kensington Hotel. Ginger Choi walks around the establishment monitoring staffs in every department. She evaluates an employee on how he or she presents herself. Grooming standards is very important in Mrs. Cho’s eyes. She believes first impression to hotel guest is very important Mrs. Choi also conducts trainings to new hirely staff and the new staff must learn the proper greetings in greeting Kensington guest. Mrs. Choi explains that teaching employees the proper greetings and proper grooming standards has help Kensington Hotel increase sales about thirty two percent. According to several korean tourist guest in Kensington Hotel Kensington employees are very friendly and very welcoming.

By providing customer services to customers in the CNMI. it enhances the image of Saipan with a positive public image. It will attract new customers, satisfied customer will lead to more sales, because if customers feel welcome and business is great customers will recommend customers. A great example of enhancing a great public image would be P.I.C resort. P.I.C is known to have a fun water park and very friendly employees. Many tourist comes back for a certain employee who has showed them nothing but great hospitality.

Practicing great customer services brings customer loyalty, increased sales, and most especially public image in the CNMI.

 Methodology:

The initial step taken in completing this research paper is the use of triangulation to gather various data. The first method applied was quantitative research. The curious researcher proposed a survey consisting of ten questions on survey monkey. The survey monkey is open to anyone with the intent to collect perspective of Great Customer Service. The curious researcher also gave students of NMC a survey regarding, which retail outlet and restaurant gives out great

customer service. Secondly, the students had access to experts (Jim Arenovski a customer service trainer,Successful business owners,Customer Service Representatives) so a semi-structured interviews to gain deeper perspective towards Great Customer Service. In addition to interviews, letters were sent out to great business leaders. Unfortunately the three experts the Curious researcher chose did not reply. In addition to collection of secondary sources, new articles from the internet and “Customer Service Training 101” and “Hey, I’m the Customer” books from the Borja Collection Library.

Findings and Analysis

Once all the sources had been gathered, the student researcher then proceeded to organizing and analyzing the credibility of the collected data. This task had to be done to help the researcher attain a better understanding of the issue and to see if the literature collected matched the research report. The pilot survey had 35 responses that were collected from surveymonkey.com and the rest of the survey conducted was students of Northern Marianas College. A face to face interview with Jim Arenovski was conducted at his office at 360 at susupe.

Reference

Kensington Hotel Director Ginger Choi

Training Solutions Jim Arenovski

Customer Service Service Training

Renee Evenson

How to really deliver superior customer service

John R.Halbrooks