

## The sales process and customer service

<b>E-commerce</b> 	Is the bringing together of buying and selling electronically
<b>Customer service</b> 	Is the name given to an area of business that deals with customer enquiries
<b>Customer engagement</b> <b>Face to face selling</b> 	Is the contact between the business and customer Is usually completed in a shop where there is direct contact between buyer and seller
<b>Telesales</b> 	Is sales completed over the telephone
<b>After-sales service</b>  <p>After Sales Service Ensuring Customer Satisfaction</p>	Is advice and help given to a customer after they bought a product or service
<b>Product knowledge</b>	Is the detailed knowledge of a product or service that staff within a business use to help persuade a customer to buy

### How a business might provide good customer service

- **After-sales service is important because...**  
It ensures customers are satisfied and encourages customer loyalty
- **Good product knowledge is important because...**  
It encourages the customer to make a purchase
- **Customer engagement is important because...**  
It encourages the customer to return to your business and increases customer satisfaction



<b>Advantages to customers of using e-commerce</b>	<b>Disadvantages to customers of using e-commerce</b>
<b>Price comparison</b> - there are now a number of price comparison sites therefore customers can use these to find the best deal <b>Seven-day availability</b> - the customer can buy whenever is convenient <b>Wide range of products</b> - customers have greater choice	<b>Lack of personal contact</b> <b>Security</b> - risk of having details stolen <b>Methods of payment</b> - customers are not able to use cash <b>Technology</b> - some customers may not be comfortable using the internet or have access to it <b>Only images of goods seen</b>

Advantages to businesses using e-commerce	Disadvantages to businesses using e-commerce
<p>Sell world wide Open all the time Lower operating costs- Professional look at little cost</p>	<p>Worldwide competition Problems of delivering goods and accepting returns Online security - they must keep data safe Advances in technology - the business must keep up to date with technology which can be costly</p>

**Exam questions**

JC Motors Ltd have been trading for 10 years. They specialise in selling high-end bespoke cars that start from £50,000 and can be as expensive as £300,000. They are renowned for their excellent customer service as they are always willing to go the extra mile to make customers feel special. Customers are offered a wide range of hot drinks and snacks on arrival that is served to them in the luxurious seating area. Children can be kept entertained with miniature electric cars that they can drive around the specially designed track. The staff have excellent knowledge about each car and are always available following the purchase of the car to answer any queries. JC Motors Ltd have also sold several cars to customers worldwide owing to their website that offers to ship their cars around the globe.

**Knowledge**

1. What is meant by 'customer service' (1 mark)

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2. State the three methods of selling (3 marks)

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**Application**

3. State three examples of how JC Motors Ltd deliver a good customer service (3 marks)

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**Analysis**

4. Analyse one benefit to JC Motors of offering a good customer service (3 marks)

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5. Analyse one benefit of JC Motors selling their Cars online (3 marks)

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