

# **Managing Quality Customer Service - Burger King (2000 words)**

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## **Abstracts**

It's a Customer service management plan.

Various aspects of quality management are discussed in this report selecting Burger King as a company to apply quality aspects

## Contents

Customer Service Management Plan

A: Business Profile and Interview

Interview with customer service manager of Burger King

Company Details

Mission statement

Products and services

Levels of customer services for the company:

Basic level

Expected level

Desired level

Sensational level

B: Customer Profile

External Clients

Internal Clients

Five basic needs of the clients

Market Research

C: Products and Services

Strawberry Banana Smoothie

BK Mocha Frappe

Honey Mustard Crispy Chicken Snack Wrap

Consumers Post-Purchase Services

Warranty and return terms

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D: Management and Leadership

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Taking customers orders

Return and refund

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Plan for getting feedback from clients

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Survey

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Type of information

Customer Service Survey

Report required when managing customer service at Burger King

Conclusion

References

APPENDIX A

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