

# **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
    - Weakness of company
    - Recommendations or strategies
- D: Management and Leadership
  - Qualities of service manager
  - Position Description
  - Training Session
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  - Return and refund
- E. Mentoring Customer Services
  - Plan to monitor the customer services activities
  - Plan for getting feedback from clients
  - Email
  - Survey
  - Social listening
  - Type of information

Customer Service Survey

Report required when managing customer service at Burger King

Conclusion

References

APPENDIX A

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