

Managing Quality Customer Service - McDonald's (2000 words)

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Abstracts

It's a Customer service management plan.

Various aspects of quality management are discused in this report selecting McDonald's as a compnayto apply quality aspects



Contents

CUSTOMER SERVICE MANAGEMENT PLAN

A: Business profile and interview Introduction of Business Location Mission and Vision Product and service Levels of customer service Interview With Customer Service Manager Of McDonalds **B:** Customer Profile Internal customer External customer Five Basic Needs Of Customers Service Market Research C: Product and Service **Big Mac** The McLeprechaun Shake The McGangBang **Consumers Post-Purchase Services** D: Management and Leadership Qualities of service manager **Position Description** Consumer training session E: Monitoring customer service Plan for monitoring of quality Performance indicator Plan for Feedback Product Quality Complaints Customer Service Survey [McDonalds] Report needed to manage customer service at McDonalds Conclusion References

APPENDIX A



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