**Customer Service**

Dales Bike Hire business is located in some of the most beautiful countryside in the UK. Set up by bike mad Phil Spencer, it hires bikes to tourists in the Yorkshire dales, for the duration of their holiday. It has just been voted the number one bicycle hire shop in the UK by Bike Today magazine. What is the secret to Phil’s success?

“I offer an individual service. Many of my customers have come back year after year because they know that I will deal with them personally. After the first enquiry (by post or email) I contact each customer to find out their exact requirements, such as bike sizes, and special equipment needs like “kids’ bolt-ons” for young children. I quote a fair price and ask for a very small deposit. Final payment is made at the end of the holiday if they are satisfied with the bikes. In two years only one person refused to pay. The bikes are new each year and cleaned after each hire. Any breakdown is reported to me and I either go out myself or send my son. I could open a much bigger store in another town but I am happy to just keep offering a personal service. If we got bigger this might be lost.”

**Questions**

Explain the ways Dales Bike Hire offer good customer service.

Why is customer service a major factor in the success of his business?

Do you agree with Phil that this service could suffer if the business expanded? Explain your answer.

Create a mind map below that states and explain 10 different ways of offering good customer service. Explain why they would be considered good customer service.

What problems may a business face if it doesn’t offer customer service? Explain the short and long-term impacts.

Explain the advantages and disadvantages of customers being satisfied and dissatisfied.

How can a business try to achieve repeat purchase?

Why is repeat purchase so important to a small business?