**Customer expectations and satisfaction**

Aside from customers having differing needs, they also have different expectations when they deal with businesses.

Explain the following expectations in relation to customers and how Waitrose and The Woodhouse Cafe can meet them.

Think about the perception of the customer for some of them in advance of visiting the business.

|  |
| --- |
| **Anticipation of good service** |
| Waitrose |  |
| Cafe |  |
| **Reliable information or service** |
| Waitrose |  |
| Cafe |  |
| **Offering different options** |
| Waitrose |  |
| Cafe |  |
| **Impact of advertisements** |
| Waitrose |  |
| Cafe |  |
| **Reputation** |
| Waitrose |  |
| Cafe |  |
| **Word of mouth** |
| Waitrose |  |
| Cafe |  |
| **Recommendations from others** |
| Waitrose |  |
| Cafe |  |

**Explain how each of the following can lead to increased customer satisfaction:**

* Importance of responding to customer needs
* Exceeding customer expectations through providing additional help and assistance
* Dealing promptly with problems
* Offering discounts
* Offering additional products or services
* Providing exceptional help and assistance for customers with special requirements

**What are the benefits to Waitrose and The Woodhouse Cafe of increased customer satisfaction? (Explain three benefits and provide evidence).**

**1.**

**2.**

**3.**

It is important that both businesses balance customer satisfaction with business goals, aims and objectives.

**What are the business goals, aims and objectives for:**

*(You will need to do some research here)*

**Waitrose:**

**The Woodhouse Cafe:**

**How does increased customer satisfaction lead to these goals being met?**

If complaints are not dealt with, and therefore customers are left feeling unsatisfied, what will this lead to for both businesses? (Explain three problems)