**Unit 4 Assignment Template: The Customer Service Plan**

**PlaySMART Toys Customer Service Plan to date:**

Mission: To make toys that kids of all ages love.

Vision: To make all PlaySMART toys environmentally friendly by 2025.

Values: We value safety, health, and the planet.

**Results of SWOT completed in the last month:**

* There are two new competitors entering the market with high technology toys and games.
* There are only 6 CSRs working 8 hour shifts in-house, and costs are very high.
* Recently there have been some new customers accessing the website and ordering from Asia.

**Department Goals:**

*Insert the SMART goals based on the SWOT provided here.*

|  |  |
| --- | --- |
| **Customer Service Department Goals:** | **Your revised SMART goals** |
| We will increase customer satisfaction by 20% |  |
| Answer all calls by the second ring, or live chats right away. |  |
| Build our customer base through Twitter in the next six months. |  |
| Create a new line of interactive toys by the end of the year. |  |
| Reduce customer complaints.  |  |
| Evaluate results on a timely basis. |  |

**[Now show the process the customer service department will use to achieve these goals and reference the Customer Service Experience Life Cycle from your Reading area:]**

[If you wish to add another diagram process step, just right click on the last box and you should see the option to add a shape. If you hover over “add a shape” you should see the option to add this shape before or after the last one. You can also copy the three existing graphics boxes and put a copy of these below to add on multiple sets. You can add as many as you feel necessary. **Erase these instructions before submission**.]

**Target Customers:**

Children in the Unites States (U.S.) ages 1–14.

We will gather extensive data via the website on an hourly basis.

 *[Description based on customer life stages and demographics (you will surmise this information) For further help consult the Unit 4 Reading: The Customer Service Plan.]*

**Value Proposition-** *Reference the Customer Service Experience Life Cycle:*

We will provide an incentive plan “Valued Customer Rewards” based on points customers garner from writing reviews on products on the website.

*Explain this here*

**Customer Interface:** [consult the [Website Checklist](https://kapextmediassl-a.akamaihd.net/business/AB221/ab221_1703brightspace/website_checklist.docx) and Customer Service Experience Life Cycle (Tab 5 of CSR Tool Belt) but do not copy.

We provide a website and company blog.

**Assignment submission instructions:** Complete the provided *customer service plan* using a minimum of 2 pages (500 words) with an additional title and references page. Use complete Standard American English sentences, correct grammar and spelling. Format your sections so that there are a minimum of two paragraphs for each section (i.e. where explanation is needed) consisting of at least 3-4 sentences in each paragraph. Make sure your responses are logical and provide all necessary information addressing all of the checklist items including the minimum of one short journal article citation.

Submit your completed **APA** formatted and citation styled Assignment document to the Unit 4 Dropbox.