Your notes

GCSE Business: revision notes

Customer service and suppliers

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Good customer service

- Good **customer service** includes product knowledge, **customer engagement** (being friendly, helpful and attentive), **post-sales service** (support, repairs, returns and warranties) and using technology, such as online chat and apps.
- It leads to **customer loyalty**, repeat business, good reviews and word-of-mouth recommendations, and can allow higher prices. Poor service loses customers and brings bad reviews.

Consumer law

- The Consumer Rights Act 2015 says goods must be of satisfactory quality, fit for purpose and as described, and services must be carried out with reasonable care and skill. Customers can get a refund, repair or replacement.
- Businesses that break consumer law can face fines, pay compensation and damage their reputation.

Suppliers

- **Procurement** means finding and buying the goods and services a business needs. Businesses consider price, quality, reliability, speed of delivery, payment terms (such as **trade credit**) and ethics.
- **Logistics** means getting goods to the right place at the right time. Good relationships with suppliers help a business serve its customers well.

Key terms

Customer service	How a business looks after its customers before, during and after a sale.
Customer engagement	Attracting customers and building relationships with them.
Post-sales service	Support after a sale, such as repairs and returns.

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Customer loyalty	Customers choosing to buy from the same business again and again.
Procurement	Finding and buying the goods and services a business needs.
Logistics	Getting goods to the right place at the right time.
Trade credit	An agreement to pay a supplier at a later date.

Your notes

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. Which of these is an example of post-sales service?
2. Why is good product knowledge important for staff?
3. What is a benefit of good customer service?
4. Under the Consumer Rights Act 2015, what must goods be?
5. What can a customer ask for if goods are faulty?
6. What is procurement?
7. What is logistics?
8. What is trade credit?

Answers

1. Repairing a product under warranty
2. They can answer questions and help customers choose
3. Customer loyalty and repeat business
4. Of satisfactory quality, fit for purpose and as described
5. A refund, repair or replacement
6. Finding and buying the goods and services a business needs
7. Getting goods to the right place at the right time
8. Being allowed to pay a supplier later

What to do next

Practise 12 questions on this topic

Try 4 exam questions, with mark schemes

Read the lesson, one step at a time

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