

CUSTOMER PERCEPTIONS CASE STUDY QUESTIONS ANSWER KEY

1. Indicate if the problems experienced by the customers were real or perceived.

ANSWER: The problems were perceived problems. The teller line wait was not as long as they perceived and the tellers were not slacking off, they were helping out.

2. Do companies have to deal with perceived problems as well as real problems? Explain your answer.

ANSWER: Yes, customers leave for perceived issues as often as they leave for real issues.

3. List some businesses (retail- or service-oriented) where you feel poor service is the rule not the exception.

ANSWER: Some common answers could be the post office, driver's license office, cable TV service, etc.

4. Now think about the last two times you used that service. Was it good or bad? Is the service really as bad as you think it is?

ANSWER: Use some of your own experiences.

5. Now think of some products you use where the brand name is important. Are you willing to pay more for that product? Why?

ANSWER: Use some of your own experiences.

6. Now think of some products where you could care less about the brand you use, instead you use the best priced product? Why?

ANSWER: Use some of your own experiences.