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Mary Nichols asks her customer service manager, Manuel Rodriguez, to gather information about why sales have leveled off. He sends a postcard to each customer who hasn’t purchased anything from the store in the past 12 months. “We miss you,” the postcard begins. “Please take a moment to tell us why you’ve stopped buying from Fancy Shirts. We value your business and want to win it back.” He concludes the postcard by saying that the company will send a “Buy One, Get One Free” coupon to everyone who responds. Do you think the postcard will be effective? Why or why not?