CUSTOMER SERVICE SCENARIO NUMBER ONE

Mary Nichols owns a small mail-order shirt factory called Fancy Shirts. The company has been growing, but it still struggles to get ahead. Yesterday, Mary received a letter from a woman who reported that the shirts she bought last week faded when she washed it. The woman said that she followed all of the care instructions on the label. Mary discussed the problem with her contact at Johnson Dyes, the company that supplied the dye used in the shirts. He did some checking and found that the company had mistakenly sent a dye that was not permanent. Mary has to decide how to proceed. Should she recall all of the shirts from the dye lot or wait for more people to complain? How should she respond to the customer who complained?