**Service Marketing**

**December 2022 Examination**

**1. You are the owner of a retail chain. You currently have a consumer durables, groceries, and private label clothing range for kids, men, and women. The quality you offer is fantastic. You have more than eighty percent repeat customers. Most of the customer surveys that you have conducted with market research agencies have pointed out this unique feature of your store. You have successfully operated your business in Delhi. You now intend to go online. How will you promote your online brand?**

**Ans 1.**

**Introduction**

For numerous individuals, for new ecommerce businessmen or businesswomen, it is essential to understand that building a reliable ecommerce website is a unique part of the formula. The various parts is marketing your retail store to boost deals. A retailer or website independently is not adequate to produce your initial deal. It would be best if you made a technique to use numerous digital marketing methods like SEO, Social media marketing, content marketing, and pay-per-click to reach your possible customers. Once you complete that, the list below step is to convince them that your products and services can satisfy their needs and that they can trust your

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**2. The entrepreneurial bug has bitten you and food business is in your mind. There are numerous challenges, however. What are the challenges you anticipate coming your way while designing your service offering?**

**Ans 2.**

**Introduction**

Consumer service is usually disregarded yet inevitably one of the crucial facets of a business. Generally, it is mentioned that good consumer service is one of the ideal marketing. And every service must intend to succeed at their consumer service. It is simpler said than completed. Customer support is a favorably challenging, enthusiastic, and at times extremely discouraging job. This article examines the top consumer service obstacles and how to overcome them. Allow's jump straight into it. Eventually, the client service setting can be a challenge.

**3. Blazers academy is a coaching academy, that provides training, coaching, and**

**counseling services for students. Their primary revenue source is from the coaching they do for medical and JEE. Established a decade ago, it is now a well-known brand but faces severe competition from the crowded market in the coaching space. Two major challenges are coming your way. First, the brand is taking a hit online. There are a lot of negative reviews about the brand and the second challenge that you are facing is with the rising number of students, your back-end servicing of the customer, and student problems have been poor. It is clearly visible from the verbatim feedback given by the stakeholders.**

**a. How will you build your service brand?**

**Ans 3a.**

**Introduction**

Concerning brand formation, customer service is frequently the last and most-ignored part of the secret. This is a significant error-- and a strongly disregarded possibility. Lining up customer service and your hallmark is a necessary but under-used approach to attract and maintain customers, identify business, and raise brand loyalty. Accomplished right, it can finish an

**b. How will you deal with your complaining customers?**

**Ans 3b.**

**Introduction**

Customers wish to know somebody is listening and are recognized and hoping you agree to care for the problem to their complete satisfaction. No subject what the circumstances are, when a customer brings an objection to your focus, even if they do it in a less-than-desirable way, be grateful. The old saying goes, "We can not fix it if we don't recognize it's harmed." We should