a) Name some electronic options customers use to communicate feedback to a business.

- phone call
- e-mail
- Facebook Page
- Company Website

b) What are some advantages and disadvantages for each option?

- Phone call
  Advantage - A CSR will assist you upon answering the call.
  Disadvantage - Your feedback may lead to a long call, especially if it is negative.

- E-mail
  Advantage - You can prepare and review your feedback before sending it.
  Disadvantage - It may take time before you will receive a response.

- Facebook Page
  Advantage - Other people will notice your feedback, especially those who have similar encounters as you
  Disadvantage - You may not receive a direct response to your feedback, but you may be lead to an automated system on messenger.

2.

a) Explain why companies should use CRM strategies and tools.

Companies should use CRM strategies and tools because of the ff:

With CRM strategies and tools, you can connect with the customers based on their interests and lifestyle while using their preferred communication channel.

You can track their transactions and see the patterns so you can be able to use a strategy that is reliable and proven.

When it comes to problems arising, you will have a better understanding of what is going on because of the recorded information on the CRM software. You can also decide on a strategy to resolve the issue and ensure that it will not happen again.

You want to serve your customers right and make them happy after all.
3.

a) Describe some ways that CRM can impact the customer experience.

CRM can impact the customer experience through proper treatment with everyone. When you treat your customers with respect and full attention, they will be satisfied with the customer service regardless of the products, and you will gain loyalty from them. Otherwise, they will badmouth the company and their customer service, and they will possibly not buy products from you anymore because of that bad experience.

4.

a) Most customers only contact company management to register a complaint about a product or service: they do not provide positive feedback. Have you ever provided positive feedback to a company or customer service representative? If so, explain the situation and your method of communication.

- No, not yet. I am not sure, but I cannot remember if there is any.