

Service & People Midterm Presentation Report

–Managing the customer as an employee



Prepared by:

Group member: Joanne

Peggy

Ryan

Vash

Prepared for: Dr. James Stanworth

Comment [J.1]: Add family names.

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Comment [J.2]: Add date to report cover.

Introduction

In this report, we chose Taiwan high speed rail as our example company.

We want to discuss the Taiwan High Speed Rail company manages the customer as an employee, and make some recommendations.

When a customer wants to take the THSR, he should buy a ticket first, then he will arrive the station and wait. When the high speed train pulls in, the customer can get the seat and start his journey. When the high speed train arrives the destination, the customer will leave the station or transfer to other kind transportation. The following figure shows these steps. We focus on three main topics: booking, journey and transfer. For each topic, we will describe the customer script, support from THSR, and the recommendation for their service.

Comment [J.3]: Give each section a clear heading.

Headers, too, give a professional appearance.

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Comment [J.4]: No – this is ugly formatting. This is like having a Ferrari car and driving it to pick up the shopping. You should figure out how to make Microsoft Word sweat for you: make it work to help you do formatting.

Comment [J.5]: Sexist.

What about women? What if your boss is a women?
+

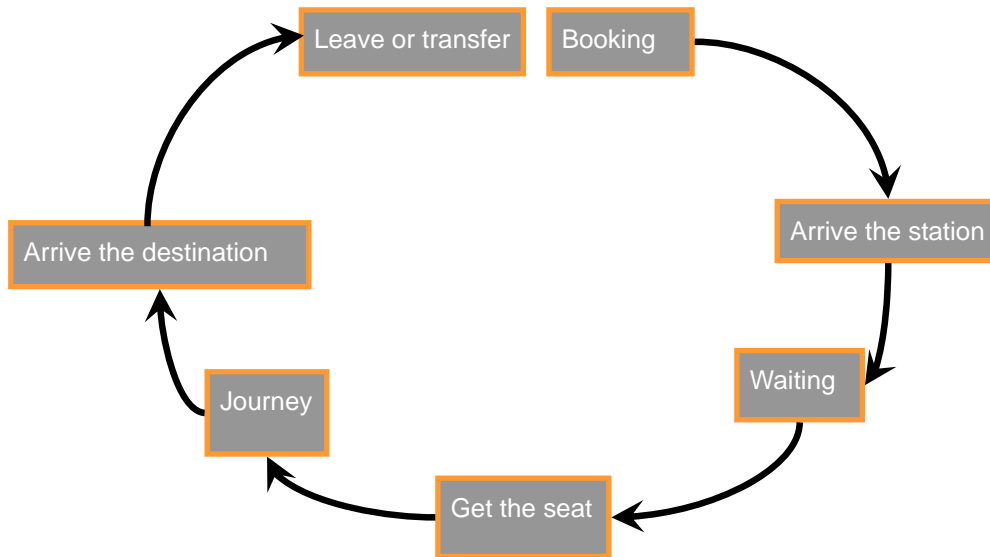
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Comment [J.6]: ?

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Comment [J.7]: Why these – make your reasoning clear.



Comment [J.8]: Needs a title – what is this about?

Comment [J.9]: Get headings into your report:

- Introduction
- Objectives – what is the purpose of this report?
- Method. Even a simple one.

You have made observations – where is this explained here?

... heading relevant to the main parts of the report

- Conclusions
- Management recommendations

Booking

The first topic is booking. There are four kinds of ways to book: website, telephone, ATM, and Counter. And we describe the customer script of counter booking as following.

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Comment [J.10]: Grammar
Don't start a sentence with a conjunction – certainly not AND

1. Passengerss arrive the station, where they are guided by signboard to the ticket counter.

2. Choose the correct line of ticket counter among “today’s tickets” , “advance purchase tickets” and “business account”.

Comment [J.11]: oops

3. Wait in order.

4. Purchase ticket from the staff.

5. Informed by a small monitor that shows the process of purchase.

Comment [J.12]: What is this?
I've never seen this.

6. Leave toward the right way.



Comment [J.13]: Right side?

Comment [J.14]: What is this picture supposed to show. Without a title / heading it has no meaning. Worse the reader may make up their own wrong meaning.

In the station hall, there are signboards that can guide the customers to find the ticket counter. THSR divided the waiting circle of the ticket counter into three parts: today's ticket, advance purchase ticket and business ticket. When the customer queue up for the ticket, the clerk will stand and call the next customer to walk forward to buy the ticket. The calendar and monitor on the ticket counter can also help the customers know the information.

Comment [J.15]: Also a line for old / disabled. This causes lots of problems – my observation.

Comment [J.16]: There is often a clerk outside to guide customers in the queue.

Comment [J.17]: Where?

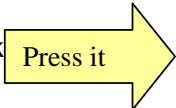
Most of the THSR booking systems are right enough for customers, but we think TWSR can make some improvements in online booking. There are three areas they could improve. (1) They can change the color and the size in the

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online order ticket system, make them bigger and more obvious. (2) Add the

mark  , let the customers know how to enter the next part of the website to order the ticket. (3) Add search function with the time table to

Deleted: , let the

make function of the online booking system more convenient.



(1) Let the word more obvious.

(2) Add the mark like "press it !!"

Journey

In the journey, we describe the customer script as below :

1. Find the correct seat.
2. Put the baggage.
3. Don't bother other passenger.
4. Use the toilet, vending machine and water machine when needed and enjoy a comfortable journey.

THSR provides many kinds of equipments in the high speed train, like comfortable seats, table, light, air-conditioning, curtain, volume, vending machine, restroom, inspectors, baggage shelf, cup shelf. All of them can let

Comment [J.18]: What about for the international traveler? Is it in English? Also, how easy is the website to find on the web?

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Comment [J.19]: Comment on how easy it is for CUSTOMERS to do this. See your comment below on the ticket.

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Comment [J.20]: They are hard – like sitting on bricks.

Comment [J.21]: What is this?

Comment [J.22]: Not a kind of equipment!

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the customers have a comfortable journey.

About the recommendation, we advice THSR can add the A/V entertainment device, NB facilitations and Wireless internet, they can even provide the Ma-sa-chi device and let the busy business men who take high speed rail get better service. And, we also advise the number and word on the ticket should more clear and simple.

Comment [J.23]: Interesting value add services... but, BUT What is the focus of the report?



Transfer

The transfer system includes bus, Taiwan Railway and taxi. Customer can take these transports to other places. The customer describe we focus on the taxi as bellow:

Comment [J.24]: ?

1. Leave the ticket barrier.
2. Guided by the signboard which indicate to taxi pickup area.
3. Guided by a staff who stands by the escalator.
4. Tell the clerk the destination.
5. Pay the carfare.
6. Get on the taxi.

There are signboards can guide the travelers to take the taxi. When the customer arrives the cabstand, a friendly clerk will tell the customer how to take the taxi. The clerk will also give a receipt to the customer, let the customer know what car he take.

Comment [J.25]: Well managed and smooth



Finally,

we have four recommendations for the transport system. First, because there are some signboards have no word description. It makes the customers hard to distinguish which kind of transport they should take. So we advice THSR should add the description of the different transports on the signboards. Second, because there are many travelers from other places, THSR can add the price table of the bus fare, and these people can prepare the money before the bus comes.

Third, because the Taichung

Comment [J.26]: How? Get to the detail.

- Add fare guide
- Explain that it will be faster if the customer has the correct money
- Show there where the change machine is
- Have clear instructions on the change machine
- For the first 3 months of operation have a member of staff observer and support customers



station is at the countryside, there are few people at the night. So we advice

THSR can add routine patrol for the women's waiting area to keep the security

Comment [J.27]: What about men's waiting area?

of the customers. Fourth, THSR should make it more closer between the

Pick-up Reservation Service counter and Passenger Car Rental Service

counter. And the customers can get the information easily.

CONCLUSIONS

After reviewing the customer experience at Taichung HSR station we chose to focus on three areas of...

Our observations suggested that there are a number of areas where the customer has clear problems to perform their role well. These are:

1. Going through the ticket barrier customers require assistance to insert the ticket in the correct way.
2. Finding their seats on the train....
3. ...

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And so on.

RECOMMENDATIONS.

All of our report is to study Taiwan High Speed Rail how to manage the customer as an employee, and make some suggestions to let the service better. We think that the best service is to combine the organization, customer

and front-line employees together. The company consider the customers like on part of their organization, and can make the better and suitable service.

Comment [J.28]: ok



For each of the key concluding points above we would like to make some clear recommendations to the HSR. Our recommendations will focus on what needs to be done so that the customer can perform their role more easily and effectively.

1. Going through the ticket barrier....

2. .

Go back to the purpose of your report. The purpose is to focus on the customer as an employee. Some things they have got right. Others they

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have not got right. This exercise is similar to undertaking a *training needs analysis for customers*. In other words you need to get specific. Focus down to the details. Make very tight and specific recommendations about what they should do. Too many of your suggestions for improvement are focused at adding more value adding services.

NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
So SWEET			
YOUR GROUP NAME:			
T & D			
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%
35%	30%	20%	10%
Comments (space will expand as you type) The presenters have great express skill. Clear subtitle is really helpful. So many pictures lead us into THSR presentation.			
Grade (%) 90%			

NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
SO SWEET			
YOUR GROUP NAME:			
SO HAPPY			
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

40%	30%	20%	5%
Comments (space will expand as you type) The slides are designed very impressive. The photos in the slides help understanding the facilities in THSR, also, it helps understanding the ideas they are describing.			
Grade (%) 95%			

NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
SO SWEET			
YOUR GROUP NAME:			
SO CRAZY			
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

40%	25%	20%	10%
Comments (space will expand as you type) To understand this topic by showing picture. Peggy and Joanne wore the normal dress.			
Grade (%) 95%			

NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
SO SWEET			
YOUR GROUP NAME:			
INSTRUCTOR			
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

5%	5%	5%	5%
<p>Comments (space will expand as you type) Don't forget to add your family names.</p> <p>Bring your points on one by one for contents. Resut is smooth.</p> <p>Train (Joanne - watch the 'n' 'm' sound) According to our observation...</p> <p>Peggy - if we want to book on line. NB facilities Wu Re - is in the countryside.</p> <p>Vash - don't forget eye contact.</p> <p>Ryan - 'let me introduce you to this step by step' - good structure. Trunk (not trunks - trunks are for swimming)</p> <p>A significant part of customer training is focused on the physical service environment, e.g., sign on train and number on ticket need to match. The toilet is an example of that. How about the luggage? That looked like a palce for a wheel chair - so how does the customer know what to do? What am I supposed to do with my trash?</p> <p>Improvement issues - see above on potential problems for the customer that need addressing. Issue on the ticket?</p> <p>Good point on missed luggage - making it easy for customers to follow up.</p> <p>Good point on the train/bus sign. It makes it hard for the customer to know what their role is.</p> <p>REPORT</p> <p>The presentation has come out better than the report. It communicated your ideas</p>			

well. You have done a good job of highlighting aspects of the customer role. For impact and focus, though, you should have got into details on the customer's role. Then identified specific areas for improvement and made recommendations (note this word v. suggestions) for clear ways to improve how the customer carries out their 'job'. Many recommendations are focused at the service offering level i.e, around what extra value add services could be added rather than ensuring the customer can perform well under current circumstances.

Note, too, suggestions for the report structure. You don't mention anywhere your field trip. If you didn't tell me I wouldn't know.

Overall 89%

Grade (%) 20%