

**NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS**

<b>THE GROUP YOU ARE ASSESSING:</b>		<b>Save your file. Use this format: group being assessed your group.doc</b> <b>So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.</b>	
<b>T&amp;D</b>			
<b>YOUR GROUP NAME:</b>			
<b>SoSWEET</b>			
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%	15%	10%
Comments (space will expand as you type) 1. Good interaction with audience. 2. Clear Structure 3. Fit between Ben's wearing and their slides. 4. Body language can catch audience's eye 5. A lot of discussion. 6. Can use some theories to make the present more stable.			
Grade (%) 90%			

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<b>TND</b>			
<b>YOUR GROUP NAME:</b>			
<b>INSTRUCTOR</b>			
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)</p> <p>- Ben - Clear opening, team and structure. Search for the merchandise. Good intonation.</p> <p>- Jamie - Clear easy to follow intonation. Add more body language. Body movement is good (Ben see that) it adds energy to your presentation. Picture of book store - look like UK store!</p> <p>Victor - good feedback from staff contact with customers - but how will this work in practise. Since they are returning through 7-11. "yes" - avoid these unnecessary words.</p> <p><b>REPORT</b></p> <p>Why have you focused on returns and exchanges?</p> <p>Add simple method to explain what you have done. Along with objectives.</p> <p>- Returns policy - what does the customer have to do? What are returns need (root cause)? Is training needed - is this the solution of staff? What about training customers? <b>**This is an important part of this report. The objective was to focus on customers, define their role and suggest how customers can be trained to perform better. So it would have been useful in the report to expand on and add more detail on this issue.</b></p> <p>Why 0800 number? This might just be a waste of money if customers are willing to pay.</p> <p><b>OVERALL 80%</b></p>			

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Grade (%) 20%

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<b>T&amp;D</b>			
<b>YOUR GROUP NAME:</b>			
<b>SO HAPPY</b>			
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) The slides are designed very impressive. The "Agenda" gives the whole concept of presentation. The using of "flowchart" makes the audiences easy to follow the steps they are talking about. The discussion is very interesting regarding to the suggestion.			
Grade (%) 95%			

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<b>T&amp;D</b>			
<b>YOUR GROUP NAME:</b>			
<b>SO CRAZY</b>			
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%	25%	20%	10%
Comments (space will expand as you type) Smooth presentation! They really understand what they talk about. New and different presentation construct			
Grade (%) 90%			

BOOKS.COM.TW

Service and People

2007/11/27

T & D: Victor Huang, Jamie Lee, Ben Hunag

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# BOOKS.COM.TW

## Service and People

### Company introduction

BOOKS.COM.TW (BOOKS) which is the biggest and most famous on-line book store was founded in 1995. The CEO, Tian-Li Zhang, who saw that the promotion of book store is not efficient so that readers could not receive the information rapidly intends to show his passion to transfer the book information in a virtual way and supply low-priced books to the customers.

Comment [S1]: Where?

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BOOKS which tries their best to be the worldwide portal site for Chinese knowledge always puts the book service at the first place. The main products contain: foreign books, traditional and simplified Chinese books, all kinds of magazines, Mooks, DVD , CD, and tickets for art.

Comment [S2]: Add the objectives in here. Why are doing this report?

### Customers purchase procedure in BOOKS

The buying process is described below:



First of all, consumers will search the products through the search engine and then book the merchandise and put them in to the blanket. After that, they will choose the way to pay their bills according to ATM, to appropriate, and to pay at 7-11

Comment [S3]: ?

when the products arrive.

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Then, the customers will choose the way to ship the products. Basically, there are two methods. First, the merchandise will be sent to 7-11 by logistic company in Uni President group named TAKKYUBIN and the other one is that consumer can choose to receive their products at home.

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However, BOOKS doesn't emphasize an important situation often happens to customers. What if consumers buy the products but they are imperfect or what if consumers buy the products they regret having them, even if consumers but the products but BOOKS make a mistake on delivery.

Comment [S4]: Avoid abbreviations in formal writing.

Based on above, the following section will talk about the service contact in exchange or return situation.

## Service Contact in exchange or return situation

We divide the service contact in exchange or return situation into two parts. Namely, they are customer scripts and organizational support.

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Comment [S5]: This is a more appropriate size and style.

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### Customer scripts

During this exchange or return process, customers should keep their invoices to prove that the merchandise come from BOOKS. And customers have to keep the merchandise completed, without any broken damage. Some customers may contact with BOOKS' service representatives like call-center or through e-mail, these customers want to contact directly and get reply immediately.

Comment [S6]: ok

### Organizational support

When customers want to exchange their goods, there organization should provide some mechanism at the same time. BOOKS should have a clear and easy-follow guideline that shows customers know exactly how to deal with this situation. And BOOKS have well after-care service for customers who want to return or exchange their goods and want to get feedback as soon as possible. By the process, BOOKS also cooperate with logistic

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Comment [S7]: Conjunction – not for the start of a sentence.

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company, like TAKKYUBIN, to provide a faster and convenience logistic channel.

Comment [S8]: What does this next figure show? Need to label and connect to the text.

### Q&A詢問台

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| [購物時常見問題](#) | [7-11取貨付款常見問題](#) | [客樂得取貨付現常見問題](#) | [「信用卡線上刷卡」付款及寄送相關問題](#) | [more...](#)

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| [商品平均備貨時間](#) | [訂單中還有其他商品未出貨，是不是](#)

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## Problem

But in our consideration, there're some problems between customers and BOOKS communication channel during this exchange process. It'll be risky for BOOKS in that reduce the customers' satisfaction.

Comment [S9]: Not clear.

## Complicate return process

At first, we feel this exchange or return process may be a little complicated, customers have to send back their goods in physical post station in person. This procedure may waste customers' lots times and efforts doing so.

Comment [S10]: Ok – returns policy doesn't look easy for the customer. In what way is it complicated. Focus on that issue. Explain and clarify.

## Long waiting time

And in our experience even customers want to contact with

call-center directly, we customers deserve a long-long waiting time. We think these problems reduce customers satisfaction directly, and they're harmful for organizational survival.

In our opinion, for the problems we've just mentioned, there're some solutions to handle them.

Our conclusion is that there are two main problems:

1. ....

2. ....

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## Solution

We proposed two solutions to BOOKS to handle the problem and increase customer's satisfaction. The first is to provide a more convenience exchange channel to customers, second is to reduce the waiting time for customers when they try to contact with customer service representative (CSR).

### Convenience exchange

#### Physical book store

In this aspect, We suggest that BOOKS should add the physical book stores' channels to provide a fast exchange window to speed up the return service. Maybe BOOKS can propose an ideal plan to be strategic alliance with physical book store (eg. Kinstone, Elite, Nobel, etc.) in that customer can be appropriate served and exchange goods more convenience.

#### Training service staff

Service staff training should be taught standard operate procedure(SOP) to serve customer with quick, convenience and friendly service to satisfy customer needs and requirements. Customers often expect over value-added and quality service, BOOKS can satisfy them through combine with physical book store so that the resource can be shared and experience can be migrated.

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Comment [S11]: Ok – yes many are migrating away from pure 'clicks' only stores to 'clicks and mortar' store.

### Directly return goods in convenient store

## Supply task description

BOOKS should provide clear task description about return/exchange process for front line staffs. BOOKS can get some useful information from conversation between staff and customers. But if BOOKS want to do something with customers, or manage customers psychology, there should have some working descriptions for front-line staffs.

**Comment [S12]:** What about customers? Point is not very clear. It would help if you expanded on this issue and explained it further.

## CRM training course

BOOKS can gather some useful information from conversation between staff and customer. For example, why customers return goods? How customer rate BOOKS? What suggestion gave by customer? BOOKS could implement customer relational management through these information gathered by staff. BOOKS can give some little gift like book-buying coupon to flatter customers, one can reduce the negative emotion when customer return goods, another can increase the rate of repurchasing and recommendation from customer.

**Comment [S13]:** Incentives for performing their (customer) role?

## Efficient contact

### Phone call and E-mail

BOOKS first line customer service system, there are 5 to 6 CSR to answer phone and deal with email, all customer needs could be transferred to every department by CSR. In general, all needs can be solve in time. (BOOKS official regulations)

## Reduce waiting time

### 0800/Collect call

According to our calling investigation, we wait for 2.5 minutes to be answered. Therefore, BOOKS may have a e-system to categorize customer problems at first time to accelerate the service speed. Besides, BOOKS should provide collect call to provide good quality service.

**Comment [S14]:** Ok – but you need to move from discussing service quality issues to discussing the customers' role in delivery.

## Conclusion

BOOKS is the most famous online book store in Taiwan, and engage in to be the Chinese knowledge portal. Indeed, there are many strength and chances that BOOKS owned. Customers require receiving quick, convenient, secure and quality service. And BOOKS provide abundant and diverse database, 24 hours and 7days on-line service and powerful logistic to satisfy customers' requirements. Virtual book store should strive for value-added service to create customer loyalty. Besides, try to do customer training in that reduce customer's complaint and dissatisfaction because of ignorant about BOOKS' regulations.

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Comment [S15]: Yes – but get specific what does this mean?

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