**Customer Satisfaction**

**CASE STUDY - PORTAKABIN**

Portakabin hires and sells buildings. It deals in both permanent buildings and those that can be moved. It is the leading brand in its market. The market contains strong rivals, so it has to work hard to stay as market leader. Clients include hospitals, schools, government, and other firms.

Its mission statement shows its aim.

Portakabin has Customer Charters for its clients. These set out the high levels of service that customers can expect. Good service levels must be seen at all stages during the process of buying or hiring a building.

It is vital to keep customers happy. Keeping clients makes sense as it costs as much to gain one new client as to keep five current ones. Portakabin has many rivals. If it does not keep clients happy, they will go elsewhere. It aims, therefore, to provide 'legendary' customer service.

Market research is used to find out if clients are happy. Portakabin asked clients what made them return and the top answer was the quality of the experience. The company has also interviewed almost all of its clients. They are asked to rate service on a scale of 1 to 10. Individual comments show where really good service has happened. These are used to reward good service.

*Adapted from TT100.biz (March 2013)*

1. Outline the effect of good customer service to a business. **3**

2. From the case study, state methods used by Portakabin to measure customer satisfaction. **2**

3. Describe ways businesses can ensure customers are satisfied. **2**

4. Outline the purpose of a mission statement. **1**

5. The case study states “it costs as much to gain one new client as to keep five current ones”. Explain why this statement is true. **2**

6. “Customer service is only important until the customer purchases the goods or service.” Do you agree with this statement? Give reasons for your answer. **2**