

Mc Donald's Customer Service

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INTRODUCTION

To complete this assignment I have to investigate customer service by writing a report on a chosen business. The business I have chosen for this is Mc Donald's.

In 1974, McDonald's opened its first restaurant in the UK. Today, more than 2.7 million people in this country place their trust in [McDonald's](#) every day - trusting the Company to provide them with food of a high standard, quick service and value for money.

Customer service is very important to the McDonald's because it says that they care about their customers. Customer service very important and vital part of any organisation, which is selling goods, or service because it exists to satisfy customers... Good customer service will bring you new and keep old customers but if you have bad customer service this will make customers unhappy and they will stop visiting you and the business will not have new customers.

McDonald's operates in a very competitive market. It generally keeps its prices within a compatible range to its competition. What McDonald's can do to is to makes its self-different from its competitors (in a better way) is to exceed customer service. The customer service and food preparation areas contain original equipment used in the days when fresh potatoes were peeled, sliced, blanched and fried; milkshake mix and syrup were whipped up on the Multi-mixers; Coca-Cola and root beer were drawn from a [barrel](#), and orangeade from the orange bowl.

The company employed just under 49 000 people and over 19 000 more were employed by the McDonald's franchise. (I copied this information from McDonalds fact file 2001). By the end of 2000 there was 1, 232 McDonalds restaurants operating in UK...

... middle of paper ...

...very like pizza shops – this will benefit

both consumer and the business people will buy more and business

will gain more revenue.

* They should have one of those club card this will also benefit both consumers will be getting discount and business will get repeated business.

Overall I think that their customer service in head office is very good.

On the January 16th 2002 I phoned the customer service and requested a student pack next day I received it. But when I phoned Ford I had to wait over a week and this showed me how good the customer service in McDonalds is.

Bibliography

AVCE Business Studies Customer service book from college library.

<http://www.mcdonalds.co.uk/>

McDonald's student pack 2001 UK head office of McDonalds: The corporate affairs department.

McDonald's restaurant limited

Website: [www. McDonald's.co.uk](http://www.McDonald's.co.uk)

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