**Customer Relations**

Marketing Dynamics

Marketing

**Customer Oriented Companies**

**Directions:** Research companies that are known for the customer-oriented mind set. Create a digitalpresentation that details **THREE** companies. Examples of some of these companies are those who run amusement parks, fast food chicken and hamburger restaurant, airlines and high-end clothing stores. The digital presentations will be shared with the class.

The presentation should include:

* Why the company is known for exceptional customer service
* How their employees are empowered
* What type of training companies provide for employees

1. Who receives the training?
   1. How long does the training take?

* What are the ethics or morals that the company encompasses
  1. How are they distributed to the employee?

1. Give an example of ONE customer service ethics for each of the three companies