

Level of Effectiveness of Customer Service of Tiffy Shop for Online Buyers and Online Sellers in San Fernando, La Union

OBJECTIVES OF THE STUDY

This study wants to assist small scale businesses like Tiffy Shop to adopt to changes and continuously Improve Customer services that could satiate the expectations of the customers.



SERVICES AND PRODUCTS

BACKGROUND OF THE PROBLEM

Customer service is meeting the needs and desires of customers. When handled well, it spells profit and sustainability to the Business most specifically to micro and small Businesses thus it is given of high importance in every entrepreneurial entity.

FINDINGS

The level of effectiveness of the shop In reliability, assurance and emphaty is HIGH while responsiveness is SLIGHTLY EFFECTIVE.

METHOD

Survey questionnaire and personal interview Are the methods of collecting data.



RECOMMENDATIONS

1. The design of the store should be in accordance with customer preference.
2. Tiffy Shop needs proper management of online customer's inquiries and questions.
3. The marketing plan should be adapted and implemented.

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