
Reviewing the Facts

1. Why is it potentially important for organizations to provide better-than-expected information to customers?
2. Consider various ways to exceed expectations with A-plus information. Why are these likely to strengthen customer relationships?
3. What do we mean by communication *media*? Which media do companies you deal with use to communicate with their customers? What are some alternatives that could be seen as A-plus service?
4. Explain the difference between communication efficiency and communication effectiveness. Give an example that depicts each.
5. The Internet and e-commerce provide several challenges to providing A-plus information. What are some of these challenges?
6. How can e-commerce be used to supplement other forms of information and potentially build greater customer loyalty?
7. What is a communication audit and how could it help a company provide A-plus information?