

## MK 8710 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

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*Center for Excellence in*  
**BRAND & CUSTOMER MANAGEMENT**

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### Assignment 1.1 (Readings-based Questions #1)

**Note:** Please name the document as: *LASTNAME\_FIRSTNAME\_1.1*. Please submit the assignment at iCollege by **October 15<sup>th</sup> at 5pm**.

For the article, “*Why Service Stinks*”, please answer the following questions:

1. Does service really stink? What are the negative effects of reducing service to some customer? Please provide an example.
2. Based on this article and what we have learned in class, what can the firm do to compensate the negative impact in the example above?