# Module 4 - Case

## Measuring Customer Service Success and Social Media

### Case Assignment

After reviewing your readings in the background materials, discuss in a 3- to 5-page paper how measuring customer service effectiveness can enhance the customer experience. How do such measurements help to assure continuous improvement in an organization?

The following article should prove particularly helpful:

Klie, L. (2012). Customer service metrics that matter. *Speech Technology*, 17(6), 22-25. Retrieved from Trident University Library.

Found here - <http://www.destinationcrm.com/Articles/Editorial/Magazine-Features/The-New-Measure-of-Customer-Service-Success-85655.aspx>

### Assignment Expectations

This paper should be written in your own words and include:

An introduction stating the thesis, position, or central theme you plan to take or consider in your paper.

A main body that provides a cogent, well documented case in support of your thesis, position or central theme.

A conclusion concisely stating the main points of your analysis and the conclusions you reached.

Be sure to document your sources and provide in-text citations whenever you use information you obtained from a background reading or other outside source, as well as a separate reference list at the end of the paper. You MUST document where you got the information you are using in your papers! In-text citations are expected anytime you paraphrase an idea, or use data or information from another source. You must also limit using quoted material, and always use quotation marks and an in-text citation on the rare occasion that you quote another source verbatim.

Grading will be based on how closely you follow directions, critical thinking, writing, use of sources and mechanics, including use of in-text citations.  Your essay should be 2 to 3 pages in length (not counting your title page or references). You must include a title page and a list of references. APA formatting is preferred. Do not paste in sections of text into your essay. All of your work must be written in your own words. It’s OK to use a short quote now and again, but quotations must be in quotation marks and properly cited. In-text citations should be used anytime you are borrowing somebody else’s ideas, or information. That is to say, if you are borrowing a thought from a publication from T. Pickle’s article written in 2010, that section of text must be followed with (Pickle, 2010). Quotations, data, and general ideas (put into your own words) should all be cited.

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