

Other ways to contact us:

By telephone

Please call our Customer Services team on +44 (0) 370 524 4622 during the hours below.

Monday - Friday: 8am - 6pm

Saturday: 10am - 4pm

Sundays & Bank Holidays: Closed

Christmas Day: Closed

Tel: +44 (0) 370 524 4622



By post

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The effects of customer service

Customer service is highly vital for any business as a customer can provide constructive feedback which the business can use to improve. If the business provides bad customer service, it can damage their reputation. However, if the customer service is good the customers will leave a positive review of the store which can result in a stronger customer loyalty. McDonald's always try improving their customer service. For it gain a better reputation. The way they have done this is by improving their employee's experience. This is done by increase wages and improve training. Therefore, McDonalds also provides coupons to public in order to maintain satisfaction.

Customer service does impact directly to the long-term revenue for any business as 89% say a quick response to an inquiry is more important for them rather than deciding which company they should buy from. Therefore, 97% of the customers also state that bad customer service can change their buying behaviour with 46% of them to continue to change their buying behaviour prior to 2 years after having a bad customer service experience.

For an excellent customer service, it does require a mixture of communication channels which the customers find the easiest and the most comfortable. As 60% of the customer prefer email, 58% prefer phone communication, 24% prefer SMS, and 18% prefer social media. As for complicated services 74% preferred phone, 43% preferred live engagement chat, 40% prefer email with 15% texts and 12% social media. The customers have stated that 28% do find multiple communication channels a good way of identifying customer service with the other 28% stating not being able to contact customer service with the communication channel they're more comfortable in as bad customer service.

Benefits of good customer service

One of the main benefits for a great customer service which a business provides can receive a good customer loyalty. Another benefit is a good review from the customer which will motivate other customers to visit the store. Thirdly, good customer service means an increase in sales and profitability. This can lead to ultimately an advantage over competitors and a better work environment for the customer satisfaction the employees will feel.

14/A. P2 - Examine ways that the customer service in selected business can meet the expectations and satisfaction of customers and adhere to relevant current legislations and regulations.

Customer Personalities

Customer can have different personalities when they are purchasing or when they are just looking at the store. Some customers are analytical. So, these analytical customers will only make decision by looking at the statistics and facts which they like to have a salesperson with them to be informed about. Another type of customer personality would be the driver. These customers are very confident and prefers quick customer service and expect the salesperson to be ready and well prepared. Another customer personality is the amiable customers. These customers are friendly and like to have a good relationship with the salesperson. They do a good customer loyalty if customer service is good. Lastly, another customer personality is the expressive ones. These customers are always cheerful and

abuse. The right of the employees is respected heavily and followed the applicable laws and the regulations.

The Bribery Act 2010 - McDonalds does prohibit any bribery or kickbacks as in the Global Anti-Corruption Policy. The employees, consultants, agents etc are all a joint venture partners who are acting on behalf of McDonalds which is controlled subsidiaries and must be fully complying with the McDonalds policy and law. McDonalds do not tolerate any violations. They do comply with anti-bribery laws and no employee must be offering or accept a form of gift, entertainment or anything from any private party or government official.

Consumer Right Act 2015 - McDonalds makes sure to uphold the consumer protection laws by displaying the nutritional facts in all the food items to the consumers so they are aware what they are putting their bodies. Therefore, they also give consumers the option to even supersize their meals. However, McDonalds also offer healthier option like salads instead of fries. McDonalds often offer consumers the option to even upgrade their unhealthy meals.

Equality Act 2010 - McDonalds also are committed to diversity and all equal opportunities for everyone. They respect the unique attributes and the opinions of all employees. They do rely to those diverse perspectives in order to build relationships with the customers and business partners. They do treat all employees as welcome. McDonalds provides equal treatment and opportunity without even regarding the race, colour, sex, age, religion, citizenship etc of the individual.

Conclusion

Therefore, seeing the laws do affect McDonalds or any business in numerous ways. The Laws and regulations do protect the men and women in the business as well as the customers and which is vital to have a good relation between the both parties and else the business firms will not be successful. Laws and regulations for McDonalds to follow is necessary so it can run smoothly.