



THE TIMES 100

Edition 14

first direct: Using customer service to position a business

Answer sheet

1. Who owns **first direct**?
HSBC bank.
2. Using the case study, list the products that **first direct** currently offers.
Provides banking services: current accounts; credit cards; savings accounts; insurance; loans.
3. What is the difference between a tangible and intangible quality?
A tangible quality is something that can be physically touched e.g. a meal in a restaurant whereas an intangible quality cannot be physically touched e.g. customer service.
4. How many customers and employees does first direct have?
First direct have 1.1 million customers and 3000 employees.
5. How many calls did **first direct** receive in one week?
First direct received 200 000 calls in one week.
6. Why does **first direct** work hard on customer retention?
It costs more money to find new customers that it does to keep the existing ones. Plus it is easier to sell the existing customers new products.
7. What is **first direct's** mission statement?
Pioneering amazing service.
8. How does **first direct** approach working towards its mission statement?
By being the leader in the Top 50 Call Centres for Customer service, having constant feedback on what the customer wants, ensuring that the new recruits understand the core values of its customer service and constant training.
9. Why is it important for **first direct** to do market research?
So that they know exactly what the customer wants and provides it, giving first direct a competitive advantage.
10. What types of research does **first direct** conduct?
First direct do both primary and secondary research.



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11. Why is important for new recruits to understand the core values of customer service delivery?
So that they can continue the high levels of customer service and understand how important it is to maintain it. It may also prompt new recruits to think of ways to improve the customer service currently being offered.
12. What is an advocate?
Someone who recommends a product over another . word of mouth.
13. What are the benefits of providing good customer service?
Increased revenue, repeat business, less money spent on advertising and trying to win customers back.