

ENTREPRENEURSHIP OPERATIONS

Resolving Customer-Service and Business-Ethics Cases

Detailed practice, calculation, decision-making, and assessment

GRADES 9-12	TIME 2 x 42 min	GROUPING I / pairs / whole	PRODUCT Response
YOUR CHALLENGE Investigate a complaint, apply policy, compare remedies, protect privacy and honest reviews, and propose an operational improvement.			

Strong Businesses Connect Prices, Promotion, Service, and Evidence

A strong customer-service response is calm, evidence-based, fair, and consistent. It protects the customer's privacy and right to an honest opinion while protecting the business from unsupported claims and repeated operational problems.

Term	Student-friendly meaning
Complaint	Customer statement that a product, service, or experience did not meet expectations.
Remedy	Action offered to address a verified problem.
Service recovery	Steps taken after a problem to restore fairness and trust.
Documentation	Records used to verify facts and decisions.
Privacy	Protection of personal and sensitive information.
Root cause	Underlying process issue that contributed to a problem.
CLASSROOM USE All people, employers, figures, brackets, and documents in this packet are fictional. Never place a real Social Security number, employer ID, bank number, or tax document in classroom work.	

Part 1 - Separate Facts, Feelings, and Missing Information

A customer says a custom hoodie arrived late, the color looks different online, and a negative review was posted.

Statement	Fact/claim/unknown	Evidence to check	Neutral response
Order promised Friday			
Tracking shows Monday delivery			
Color is completely wrong			
Website says colors may vary			
Customer demands full refund and free replacement			

Do not assume the customer or business is dishonest.

Part 2 - Apply a Clear Service Policy

Fictional policy: custom items may be returned for business error within 14 days; customer must provide order number and photo; approved remedy is replacement or refund; shipping delay remedies are handled case by case.

Issue	Policy evidence	Fair option	What to document
Late delivery			
Possible color mismatch			
Business production error			
Customer preference change			

Identify where judgment or manager approval is needed.

Part 3 - Compare Resolution Options

Use the fictional costs.

Option	Refund to customer	Business replacement cost	Shipping/credit	Total business cost
Full refund only	\$38	\$0	\$0	
Replacement	\$0	\$14	\$6	
Replacement + \$5 credit	\$0	\$14	\$11	
Refund + keep item	\$38	\$0	\$0	

Calculate costs, then explain why lowest immediate cost is not always the fairest choice.

Part 4 - Respond to the Review Ethically

The owner suggests: delete the negative review, offer \$20 only if changed to five stars, or post the customer’s address to prove delivery.

Proposed action	Risk/problem	Ethical alternative	Record to keep
Delete/suppress			
Pay for five stars			
Post address			
Public response			
Private follow-up			

Protect privacy and honest review rights.

Part 5 - Write a Resolution and Improvement Plan

Use verified facts, a fair remedy, and an operational fix.

Plan check	My evidence
Acknowledgment	
Verified facts	
Uncertain issue	
Proposed remedy	
Cost	
Privacy/review safeguard	
Internal fix	
Follow-up timing	

Write a 150-200 word customer response plus three internal prevention steps.