

CUSTOMER RELATIONS

Product / Service: Chainsaw maintenance & repair

Business: You are a sales person working for the local Dirt Road Feeds & More. Your customer base ranges from the newer, hobby-farmer to the experienced farmer or rancher. Your company sells feed, seed, farm supplies, power equipment.

Situation: Your store sells the STIHL brand of outdoor equipment; including chainsaws. Chainsaws operate with a two-cycle engine and require that the fuel be an oil-gasoline mixture and the STIHL owner’s manual recommends using gasoline that is at least 90 octane and only using STIHL 50:1 engine oil that is specifically designed for use in STIHL air-cooled engines. Customers should mix 50 parts gasoline with 1 part engine oil for proper fueling. Common problems are that customers do not properly mix the fuel or use the wrong kind of engine oil in the mixture. Your store carries all STIHL parts, oils, chains and accessories.

Additionally, your store offers sharpening of saw chains to customers for the first year after purchase. Many customers are unfamiliar with how to sharpen a saw chain and therefore your store provides training in this area as well to customers if requested.

The customer may approach you with either one or both of the following complaints:

Complaint #1: “I know I was supposed to do something special with the fuel for this chainsaw, but I can’t remember what it was. I bought some kind of additive to put in the gas and can’t remember what it was. Can you help me?”

Complaint #2: “I used this saw all fall and it isn’t doing a good job cutting anymore. Is there something wrong with the engine? It seems to run ok, but it is just not cutting through as fast as it used to.”

Dirt Road Feeds & More Store Policies and other relevant information:

1. Each chainsaw is sold with two, 6.4-ounce bottles of STIHL 50:1 engine oil with specific instructions to mix one of these bottles with 2.5 gallons of gasoline.
2. It is recommended that the oil-gasoline mixture only be used up within 30 days of mixing, so only a small amount should be mixed at one time.
3. Your store provides saw chain sharpening to customers for the first year after purchase, as well as training on how to sharpen saw chains.
4. If merchandise is deemed defective, the sales person should attempt to replace it. If the problem is due to customer failure, the salesperson should provide suggestions to fix the problems. Your store honors manufacturer’s warranties and provides repair for STIHL equipment.
5. Customer data is stored in the store system, so sales receipts are not necessary to prove date of purchase.
6. Customers should schedule at time to take saw chain sharpening training with sales staff.

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Chainsaw maintenance & repair

Situation: You purchased a STIHL brand chainsaw from Dirt Road Feeds & More in September 2013. You had never owned a chainsaw before and purchased this chainsaw to use around your property to clear up brush and trim trees.

Chainsaws operate with a two-cycle engine and require that the fuel be an oil-gasoline mixture and the STIHL owner's manual recommends using gasoline that is at least 90 octane and only using STIHL 50:1 engine oil that is specifically designed for use in STIHL air-cooled engines. Customers should mix 50 parts gasoline with 1 part engine oil for proper fueling. Common problems are that customers do not properly mix the fuel or use the wrong kind of engine oil in the mixture. The store carries all STIHL parts, oils, chains and accessories. They provided you with two little bottles of the oil to mix with gasoline, but you used it all up this fall and can't remember where you got it or what kind it was.

Additionally, the store offers sharpening of saw chains to customers for the first year after purchase. Many customers are unfamiliar with how to sharpen a saw chain and therefore the store provides training in this area as well to customers if requested.

You as the customer may approach the contestant who is acting as an employee of Dirt Road Feeds & More with both of the following complaints:

Complaint #1: "I know I was supposed to do something special with the fuel for this chainsaw, but I can't remember what it was. I bought some kind of additive to put in the gas and can't remember what it was. Can you help me?"

Complaint #2: "I used this saw all fall and it isn't doing a good job cutting anymore. Is there something wrong with the engine? It seems to run ok, but it is just not cutting through as fast as it used to."

The student should ask probing questions to determine the cause of the problem. DO NOT VOLUNTEER INFORMATION, BUT IF ASKED BY THE STUDENT THIS IS WHAT REALLY HAPPENED:

#1. YOU purchased chainsaw and used the recommended engine oil-gasoline mixture during the fall. You can't find the empty bottle of engine oil and can't remember how to mix it with gasoline. YOU DID NOT try to guess at the mixture and have not tried to operate the chainsaw this spring.

#2. YOU remember that the chainsaw was not cutting as fast as it did when you purchased it when you put it in storage at the end of the fall. You want to make sure that the saw chain is sharpened.

Conclusion: The contestant should provide you with detailed instructions as to the oil-gasoline mixture and should offer to sell you STIHL 50:1 engine oil. Additionally, they should offer to provide the saw chain sharpening and also offer to sign you up for training on how to sharpen saw chains.