

State Farm® Marketing and Sales Competition

@ University of Central Missouri (UCM)

Example Customer Service Role Play Scenario

OVERVIEW:

Annie Smith has been a loyal customer since she started driving (about 10 years now). She has auto, renters, and a credit card through State Farm Bank®. Anne recently had an incident where her credit card went missing, and she thinks it may have been stolen. She reported the missing card and received her new card in the mail without any fraudulent charges. She also called your office to let you know what happened and that she is all set. Annie is very proud of her great credit and always pays her bill on time through her State Farm Pocket Agent® app.

CHALLENGE:

Annie never updated the new credit card number on her Pocket Agent® app. When she tried to pay her bill (as she always does), the payment never went through. Annie received a letter in the mail that their policy would be cancelled due to non-payment. She is very upset about this letter and insists that she paid the bill. You have been informed that she will be stopping in your office this afternoon to discuss the matter.

Idea Challenge Question: How do you respond to the customers' concerns, provide solutions, and what is your process to ensure that a similar situation does not happen again with other customers?