***PART ONE***

Amazon.com is the largest Internet-based retailer in the United States. One of the most important factors in Amazon's success has been its outstanding leadership.

For this assignment, research the leadership culture of Amazon to gain insights into how it shapes the customer service environment that is created within the company. After completing your research, write a 1-2 page paper that does the following:

* Identify Amazon's leadership principles.
* Explain how the president of Amazon has provided leadership in customer service at Amazon. Provide an example.
* Provide your analysis of why the leadership philosophy at Amazon is so successful and how it influences the level of customer service provided by their site.

Your submitted assignment should be proofread for correct spelling, grammar, and punctuation.

***PART TWO***

If having high quality customer service were easy, it would be more common. Some companies advertise that they offer strong customer service, but in reality, it does not exist. Other companies such as Amazon, Zappos, and Nordstrom have built outstanding reputations for exceeding customers' expectations.

For your course project, provide a 2-page analysis of AMAZONS customer service strengths and weaknesses.

Include the following:

Strengths

* + What does the company do best in providing customer service?
  + What are characteristics of its customer service that provide a distinct advantage over the competition?
  + How does it exceed customers' expectations? Provide an example.

Weaknesses

* + What does the company's customer service lack? What can it improve?
  + Explain a strategy to make these improvements.

Provide a conclusion summarizing the company's key strengths and weaknesses. Also, provide your opinion of the company's overall customer service quality.

***PART THREE***

Zappos is a company that is known for its unique organizational culture and commitment to delivering a memorable customer experience. For this assignment, research Zappos to learn what makes its company culture and service so different from other companies.

In a 1-2 page paper, describe the characteristics of the Zappos culture and explain how the employees provide excellent service to customers. Identify one example that demonstrates how Zappos empowers its employees to deliver great customer service.

Your submitted assignment should be proofread for correct spelling, grammar, and punctuation.

***PART FOUR 150+ words***

Imagine that you are a manager in charge of putting together a new team of customer service representatives for your department. Describe the characteristics and qualities that you would look for in your people, and explain why they are important. In addition, what would you do as the manager to develop your team and provide a positive work environment for them?