

## CHAPTER 9 ONLINE EXERCISES

### Objective:

These online activities will allow you to explore customer service on the Internet.

Click on Online Exercises. You will see a list of Web site links that will bring you to airline Web sites and online retail stores. Use these Web sites to complete Activity 9.1 and 9.2.

### Activity 9.1

1. Select one of the airline Web sites to visit.
2. Search for a flight from an airport near your home to a city that you would like to visit in the United States.
3. Search the same trip that you selected in Step 2 on the remaining airline Web sites.
4. On a sheet of paper, write a paragraph describing the airline with the best online customer service. Some topics you may consider for your paragraph include:
  - a. visual appeal of the Web site.
  - b. variety and ease of finding a flight on the Web site.
  - c. organization of the Web site.
5. Write your name on your paper and hand it in to your instructor.

### Activity 9.2

1. Select one of the online retail stores to visit.
2. While exploring the Web site, answer the following questions on a sheet of paper:
  - a. Can you order items online? If so, is there any information about having a secure Web site?
  - b. Does the company have an e-mail address and/or contact information? If so, what is the address and/or information?
  - c. Does the company provide a telephone number?
  - d. What features make this Web site interesting?
3. Search the other Web sites listed for this activity.
4. Repeat Step 2 for each of the other Web sites.
5. Write a paragraph discussing your experience with exploring retail Web sites. Some questions you may consider in your paragraph include:
  - a. Which Web site was the most user friendly?
  - b. How could you improve the customer service on any of the Web sites?
6. Write your name on the front of the printout and hand it in to your instructor.