



## What is Customer Service?

Customer service is the support you offer your customers both before and after they buy your product, which helps them have an easy and enjoyable experience with you. Customer service handles company issues in stores, over the phone and even by email.

### The Importance of Good Customer Service

Customer service is extremely important in order to maintain ongoing client relationships, which is necessary to continue revenue. It is vital to an organization because it is often the only contact a customer has with a company. As customers, we all love great service and in today's world it is considered the number one contributing factor in deciding to do business with a company. Which then means that the traditional competitive advantages of price, location and product are disappearing. We have all experienced bad customer service at some time, and news of bad customer service reaches twice as many ears as praise for good customer service. When they share their dissatisfaction about bad service from a business, it will discourage potential clients from doing future business and replacing loyal customers is very costly to an organization.

Your customer service is your company's reputation, so if the service you provide is poor, that is what people will know you by. Whereas, giving great service will even minimize your marketing and advertising cost due to loyal customers spreading good reviews of your company.



## Customer Service Tips

*The way your customers feel towards you is important.* The more you show you care about them and you're genuinely interested, the more they'll likely want to continue working with you. With that in mind, providing good customer service to your clients should naturally be a major priority in your day-to-day schedule. Listed below are a few suggestions and tips to ensure you are treating your customer well:

- 1) **Listen to your customer** - Listen carefully and effectively to what they are saying and the tone of their voice and watch their body language. Don't be preoccupied with other things, give them your undivided attention.
- 2) **Body language is key** - When you are one of the faces of the company, out front dealing with customers, be sure that your body language conveys sincerity. Your words and actions should correspond with each other.
- 3) **Be reliable** - Reliability is one of the keys to good customer service. If you say, "Your new appliances will be delivered on Tuesday", make sure it is delivered on Tuesday. Otherwise, don't say it. The same rule applies to client appointments, deadlines, etc. Think before you give any promises because nothing annoys customers more than a broken one.
- 4) **Be informed** - Make sure that you know about product features and about the benefits offered by the goods and services you provide.

