

Customer service

Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance **before, during, and after** the customer's requirements are met. **Customer service** is meeting the needs and desires of any customer. Some characteristics of good customer service include:

- **Promptness:** Promises for delivery of products must be on time. Delays and cancellations of products should be avoided. If products are delayed or cancelled, the company should apologize and communicate directly with the customer with the truth about why the delay or cancellation occurred.
- **Politeness:** Politeness is almost a lost art. Saying 'hello,' 'good afternoon,' 'sir', and 'thank you very much' are a part of good customer service. For any business, using good manners is appropriate whether the customer makes a purchase or not.
- **Professionalism:** All customers should be treated professionally, which means the use of competence or skill expected of the professional. Professionalism shows the customer they are cared for.
- **Personalization:** Using the customer's name is very effective in producing loyalty. Customers like the idea that whom they do business with knows them on a personal level.

1. Why is customer service (care) important to a company? Be specific and list as many reasons as you can.
2. Describe companies that have a poor reputation for customer service. How did they get this reputation? Do you think they deserve this poor reputation? Why?
3. Describe companies that have a good reputation for customer service? How did they get this reputation? Do you think they deserve this good reputation? Why?

Mckinney, P. <http://study.com/academy/lesson/what-is-customer-service-definition-types-role-in-marketing.html> [Accessed October 10, 2020]

