

Customer service a key driver of business

Customer service is critical to competing effectively. In the past, people chose which companies they did business with based on price, or the product or service offered, but today the **overall experience** is often the driver. Great customer support drives an **amazing customer experience**, especially when your support team moves beyond just reacting to problems and toward anticipating customers' problems. It's often said that it's cheaper to keep existing customers than to find new ones. Since customer service is a key driver of business success, it's time for businesses to stop thinking of support as a cost center, and start recognizing customer service for what it is: an opportunity waiting to happen.

Customer service is team work

Customer service is a team sport and not just for your customer support team. Accept that you'll never have a perfect grasp of every issue coming your way, but; Work as a team, Listen and share, be Friendly, empathetic and supportive, Be honest, Improve empathy towards your customers, have a deep product knowledge, stick to timeliness, and Identify ways to improve processes.

Remember no one wants to be kept waiting!



- Do you like to be treated badly?
- Do you like to be lied to?
- Do you like to waste your time?

“Your most unhappy customers are your greatest source of learning.” -Bill Gates

Learn as you go make your customers your friends.

Learning Points

- Understanding the value in a comfortable working environment, as well as the importance of creating a good and comfortable environment or a great experience for their customers.
- To understand the principal differences for Customer Service, Customer Satisfaction, Customer Delight, and Customer Experience.
- The importance of team work in delivering great customer service.
- Help participants understand the importance of knowing your product and knowing your customer

Service is Intangible

Examples of customer service intangible :

- Satisfaction
- Attentiveness
- Flow
- Helpfulness
- Sensitivity
- Tone
- Attitude
- Knowledge
- Understanding
- Tact
- Guidance

We measure service in different ways. Everyone's expectation of service is varied. Have measurable service standards and keep improving them.

As you speak to your customers today, think about what options you are offering them. How do you find out what's best for your customer? Just ask them. Don't make them go through lots of effort to get to a comfortable place – instead, really put yourself in their shoes and ask, are the options I'm giving truly the best ones for this customer?



- Customer Service
- Customer Satisfaction
- Customer Delight
- Customer Experience



How it all starts

- First we have a **Need or Want** for some thing
- This some thing is call a **Product**
- So that need or want for the product is called **Demand**
- Then some one comes a long and caters to the need – The Supplier or manufacture (**Supply**)
- Now the product is created - **Product** or Service
- This is taken to the **Market**
- And those who comes to the market are **Customers**

The definition of customer service.

Customer service is the support you offer your customers — both before and after they buy and use your products or services — that helps them have an easy and enjoyable experience with you.

Offering amazing customer service is important if you want to retain customers and grow your business. Today’s customer service goes far beyond the traditional telephone support agent. It’s available via email, web, text message, and social media.

Many companies also provide self-service support, so customers can find their own answers at any time day or night. Customer support is more than just providing answers; it’s an important part of the promise your brand makes to its customers.



Great customer support drives an amazing customer experience, especially when your support team moves beyond just reacting to problems and toward anticipating customers' problems.

When support agents are empowered to go above-and-beyond with customers, or have a help desk solution that makes it easy for them to upsell or cross-sell relevant services, they can create winning experiences that help you stand out from the competition.



UP Selling VS Cross Selling

Definition: Upselling is the practice of encouraging customers to purchase a comparable higher-end product than the one in question, while cross-selling invites customers to buy related or complementary items. Though often used interchangeably, both offer distinct benefits and can be effective in tandem.

Customer Satisfaction can be defined as - The degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers, or by the number of complaints. Lesser the complaints the greater the satisfaction.

Customer service can have a big impact on your bottom line

It’s often said that it’s cheaper to keep existing customers than to find new ones. (It’s even been estimated that acquiring customers costs 6–7x more.) And it’s true: Bad customer service is a key driver of churn.

Customer service can make or break your reputation

It’s no surprise that as today’s social, mobile consumers have grown accustomed to getting what they want, when they want it, their expectations have risen accordingly.

What’s more, today’s customers are quick to share negative experiences online/social media, where they can quickly reach large audiences.

It’s more important than ever to support customers on every channel from day one and establish what good customer service looks like internally and externally.

Support is an integral part of the product experience.

When your Customer Service Drops:



Customers are willing to pay more for a better experience.

Focusing on the customer experience isn't just the latest trend — it's also smart business. It turns out that making every touchpoint great doesn't just make customers love you; it can also increase your profits.

Surveys have shown that [86% of consumers](#) would pay more for a better customer experience. You may decide to tier your customer base if some are willing to pay more for premium experiences, including premium support, early access to features, or other benefits. Either way, good customer service experiences will benefit your bottom line.



Eight ways to provide excellent customer service.

- [1. Work as a team](#)
- [2. Listen and share](#)
- [3. Friendly, empathetic support](#)
- [4. Be honest](#)
- [5. Improve empathy](#)
- [6. Deep product knowledge](#)
- [7. Timeliness](#)
- [8. Identify ways to improve processes](#)

Five easy steps for customer support team building

- 1. Implement effective support techniques**
- 2. Utilize data in decision making**
- 3. Encourage team mind set**
- 4. Create a reward system**
- 5. Automate wisely**

ARE YOU LISTENING TO YOUR CUSTOMERS?



1. Support customers as a team

- Customer service is a team sport — and not just for your customer support team. Accept that you'll never have a perfect grasp of every issue coming into the support center.

- Keep up with the big picture by maintaining open lines of communication with your team. And train every employee on your help desk software so they can all pitch in during busy times.

- Sure, you'll want to pass highly technical cases to the experts, but everyone needs to be able to help out. Successful startups can tell you that when everyone spends time on the front lines, it's easier to stay aligned around customers and maintain service levels when things get busy.



2. Listen to customers (and share their feedback)

- There's nothing like talking to a support agent who really listens on all cylinders. Take time to understand issues and how they affect the customer's business.

- When people know you value their needs, they're more likely to stay with your brand. Encourage service agents to ask questions when interacting with customers.

- The more your agents know about your customers and their needs, the more of an asset those agents are to both your company and your customers.

- Your customer support team can also be an amazing source of product innovation. Some successful startups have the customer support team present customer feedback at every company meeting





3. Offer friendly, personable service

- Robots are cool, but people would rarely choose to have a conversation with one. Show customers you aren't a machine.
- At the end of the day it's how you make people feel that matters the most. Don't be afraid to add personality to your service, and encourage agents to add it to their emails.
- Or to fill the quiet time when they need to pull up account information by asking customers how the weather is or who their favorite sports teams are — basically anything that adds a personal, friendly face to your support operations

4. Be honest about what you don't know

- Nobody likes being lied to. A customer can't expect anything less than the truth. When you maintain an open dialogue and keep your customer informed at all times, you'll earn their commitment to your business.
- If your agents aren't sure how to troubleshoot a problem, it's okay for them to let the customer know they'll get in touch with the right person and circle back when they have an answer.
- Maintain an open dialogue with your customers and keep them informed at all times; it'll earn your customers' respect and commitment.

5. Practice empathy

- Put yourself in the customers' shoes, especially in tough situations. Not only will customers appreciate it; your empathy will become a competitive advantage. A company cannot be successful with a culture of *apathy*. - *Lack of interest, enthusiasm, or concern.*
- Your service agents especially must master the lost art of empathy to deliver effective customer service. Ask agents to put themselves in the shoes of the customer when working on a case. Their empathy will show, and customers will appreciate them for it.



Empathetic Listening

- *Empathy* is seeking to understand the other person's position without getting emotionally involved yourself.
- *Putting yourself in the customer's place* can help you analyze the message from his/her perspective.
- **Guiding principles**
 - Be attentive
 - Be interested in the speaker's needs
 - Listen with a caring attitude
 - Act as a mirror
 - Don't get personally involved
 - Use verbal cues

6. Know your product

- The more your customer support team knows about your product, the better they'll be at servicing it.
- Make training a key part of your customer support operations. Some companies onboard every new employee — not just their sales reps — with a one-week product boot camp to ensure they know their products inside and out. Be sure to prepare them for every new release, too.



Know your target market

What is the size of the market, Who are the key players, what are their ages, Males, Females, where do they live, what do they do, what do they see and read, what are the priorities in their lives, what are their desires, hopes and dreams, what do they do for leisure, where do they shop, what do they buy, what can they afford, Can they afford what I have to offer, do they need what I have to offer, what makes them TICK.

“A lot of times people don't know what they want until you show it to them” Steve Jobs Co-founder Apple - Know your customer better than he knows himself.

7. Remember that every second counts

- Customers hate to wait. They gain confidence when you respond quickly and solve their problems for good, and then are more likely to have an ongoing relationship with your brand.
- So give your agents the tools they need to support customers as efficiently as possible. After all, reducing the time it takes to assist a customer directly reduces the time other customers must wait, too.
- At the same time, be sure to motivate agents to solve each problem completely; speed is important, but resolution times should never trump customer satisfaction.

8. Improve as you go

- Seeing the same issues time and again? It may be that there’s an issue with your product or service, and you need to alert other teams to fix it. Or it may be a problem with your manuals or support content.
- Dig into what’s unclear and update your knowledge base or FAQs. By clarifying your messaging, you can reduce contacts for many repetitive issues and improve customer satisfaction.
- Be sure to track any drop in service load and share your results.

All ways remember to be empathetic. Being hospitable is a great way of handling tough situations. Innovative teams come up with innovative ideas and consultation with all support agencies can bring you closer to a great solution.

Keep Customers names in mind and address them by their title and name.

Customer service is linked to many other areas such as making a good first impression, having good communication skills, being well groomed and good mannered, good people management skills, good leadership skills as well as excellent time management skills.

Customer Delight can be defined as - The very favorable experience of the client of a business when they have received a good or service that significantly surpasses what they had initially anticipated. A marketing department can use instances of customer delight to a company's advantage by requesting referrals and obtaining testimonials from delighted customers that can help attract new customers.

Always strive to delight your customers, you will be surprised out of the outcome!



- Why should you create a good environment /experience for your customers?

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- What are the differences of Customer Service, Customer Satisfaction, Customer Delight, and Customer Experience?

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- Why is team work important in delivering great customer service?

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- Why do you need to know your product and know your customer?

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