

Customer Service Basics

Introduction to Customer Service

"There is only one boss, and whether a person shines shoes for a living or heads up the biggest corporation in the world, the boss remains the same. It is the customer! The customer is the person who pays everyone's salary and who decides whether a business is going to succeed or fail. In fact, the customer can fire everybody in the company from the chairman (CEO) on down, and he can do it simply by spending his money somewhere else.

Literally everything we do, every concept perceived, every technology developed and associate employed, is directed with this one objective clearly in mind – pleasing the customer."

Sam M. Walton, CEO Wal-Mart

Credo from Sam Walton the owner and CEO of Wal-Mart – an international chain of department stores and the most successful company in retailing in the world.

Customer Service in the 21st Century

Ask any CEO of a company, president of a bank, manager of an office, minister or staff person and they will tell you HOW IMPORTANT the customer is to their operations and success. In meeting after meeting, heads of industry, the service sector, utilities, and government try to convince the audience how much they believe in customer service.

"It is our mission, it is our number one priority, it is our goal, it is why we are in business, etc....," often prove to be mere epitaphs. Unfortunately, these same "customer friendly" executives go back to their offices, de-employ office staff, fail to initiate a customer service improvement plan and send memos out saying customer complaints are unjustified and overblown.

The Three Key Elements

Expand Your Definition of Service

How you define service shapes every interaction you have with your customers. Limited definitions of service based on an exchange of monies for goods or service misses the overall point of customer service. "Service" should provide the customer with more than a product or action taken on his/her behalf. It should provide satisfaction. In essence, the customer should walk away pleased at the result of the transaction – not just content but actually happy. A happy customer will continue to be a buying customer and a returning customer.

Customer Service Manual Example

Puja Mehta



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