Bc180403080

Abdul Samad

GDB Eng301 Fall 2020

Customer service is often at the heart of a business which aims to provide an exceptional service that leaves the customer feeling valued and respected. Although providing an excellent service can involve extra resource, time and money, when you get it right it will enable you to stand out from your competition, maintain a positive reputation among future customers and encourage existing customers to purchase from your business again. Remember, it is six times more expensive to acquire a new customer than to retain an existing customer!

Customer service is important because it can help you to:

Increase customer loyalty

Increase the amount of money each customer spends with your business

Increase how often a customer buys from you

Generate positive word-of-mouth about your business

Bad Customer Service .

Not accepting customer feedback .

Having unreliable processes but still not being customer-oriented.

Ignoring customer reviews on other sites .

Service staff behaving unbelievably bad.

Being called rude names for not renewing services.

Not treating a bad review constructively .

Ignoring the customer and delaying service.

Lack of manners .

Rude discourteous behavior .

Long waits on the phone .

Long waits in line .

Lack of knowledge of the product or policy.

Lack of follow-through .

Not resolving a complaint.

Unresponsive technology or not knowing how to use it.

Can’t get a hold of a real person.

Unfulfilled promises, lies and other deceptions.