



CUSTOMER SERVICE - A CRITICAL PART OF BUSINESS SUCCESS

Customers expect a high level of service. Regardless of the quality of the product you provide, they will not stay loyal to you on a long-term basis unless you treat them properly before, during and after a sale. Great customer service doesn't only put a smile on the customer's face, it helps you understand your customer, define your company, and impacts your bottom line. Rising customer expectations, and the growing trend to share negative experiences online, is putting pressure on companies to raise their game. Smart organizations understand that good service is crucial to their success, helping them to keep existing customers and win new ones.

Customer-centric company culture

Good customer service is an integral part of any successful business. Just like product features and benefits can provide your business with a unique differentiation proposition, so can the delivery of exceptional client support. The culture inside of the organization is impacting your customer service. Leadership and management must set the tone. It's just setting an example of customer service behavior at the top, and pushing its way, through all employees, toward the customer.

Train for the culture

A service culture exists when you motivate the employees in your organization to take a customer-centric approach to their regular duties and work activities. Sales and service employees put customer needs first when presenting solutions and providing support. Other employees work behind the scenes to ensure customers get a good product experience. Developing a service culture requires time and consistency. Training for all staff is vital. Ensure they know why they are doing their particular job and how it will affect the customer if they do not do it properly. Employees must understand what the company stands for; its goals mission and vision.

Service matters more than price

Customers will gladly pay more for an experience that is

not only functionally but emotionally rewarding. In fact, in most markets sensitivity to price is strongly correlated with problem encounters. Less sensitivity to price means that companies with better service can achieve higher margins. Customers may say, "You're expensive, but you're worth it, because I usually have a great experience with no problems." Great service makes your customers feel that you care about developing a long-term relationship that means more than just making a sale.

Understand your customers

Providing a high level of customer service often requires you to find out what your customers want. It's important that you draw up a plan about how customer information is to be gathered and used in your business. Where possible, put systems in place to assess your performance in business areas which significantly affect your customers' satisfaction levels. Standards of service are constantly improving, so keeping customers satisfied is a continuous process. Excellent customer service is a perfect marketing angle. It's something you can tout in your advertisements. Satisfied customers will contribute to your business for years, through their purchases and through recommendations and referrals of your business.

Build your brand with customer service

Providing great customer service is a complex enterprise, involving strategy, integration of technology, orchestrating business models, brand management, and CEO commitment. Good customer service is the better half of a real successful business.

At MFB Resultants we are dedicated to improving the performance of your sales and customer service teams. Through the implementation of best practices and performance indicators we help you make customer service the secret weapon that helps your business stand out from the crowd.

MFB Resultants – We deliver results.