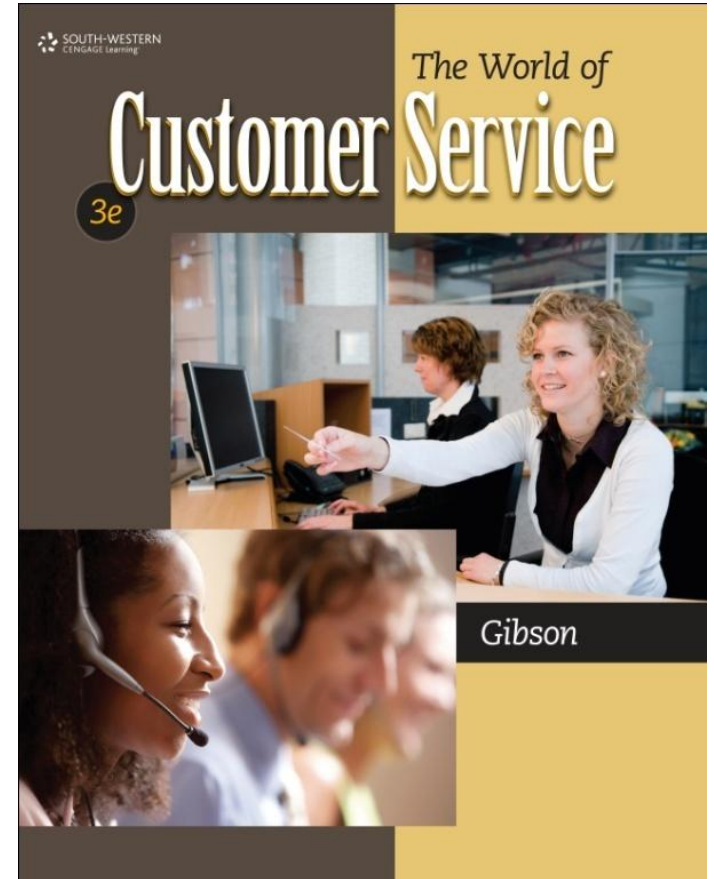


# Chapter 1

## What is Customer Service?



# Objectives

- Define customer service and list its goals and challenges.
- Defend the organizational benefits of serving both the external and internal customer well.
- List customer needs.
- Describe the concept of social customers relative to their purchasing habits and impact on organizations.

# Defining Customer Service

- **Customer service** is the process of satisfying the customer, relative to a product or service, in whatever way the customer defines his or her need, and having that service delivered with efficiency, compassion, and sensitivity.

# Customer-Centric Service Worldview

- A **customer-centric organization** puts customers first, is service-oriented, and listens to, develops, and satisfies a loyal, repeat customer base.
- A customer-centric **customer service representative** understands how important it is to value and be respectful of the customer's point of view.

# Customer Service Goals

## Setting Goals

- Planned goals ensure that daily business decisions are customer-focused.
- Reviewing goals helps an organization adapt to changes in customers' needs, desires, and expectations.

## Examples of Goals

- “Good service is good business.”
- “Our customers are #1.”

# Customer Service Challenges

1. “Power shift” from companies to their customers who can now use social media applications to influence their purchasing decisions
2. Internet, mobile/wireless technologies, and social networks that have changed the way people seek out services and choose to shop

# Identifying the Customer

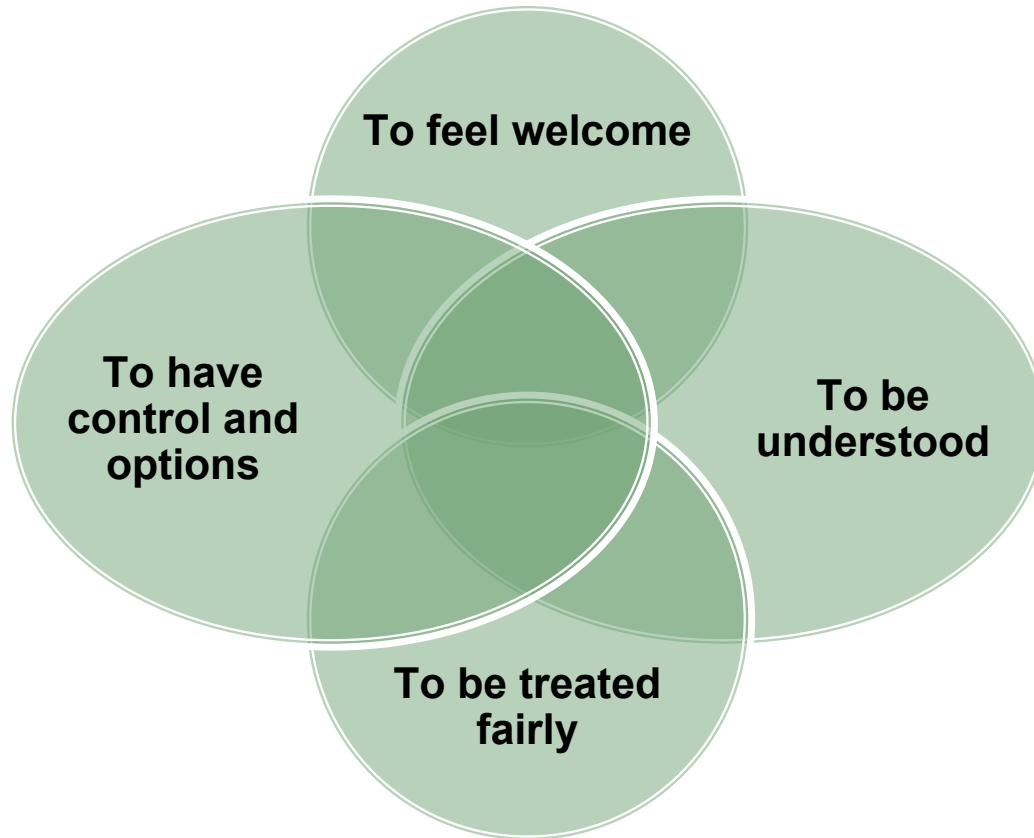
## External Customer

- Customers whose needs we traditionally think of serving, who purchase and use a company's products and services

## Internal Customer

- People or departments within a company that rely on colleagues to provide the support they need to serve their own internal and external customers

# Needs of Customers

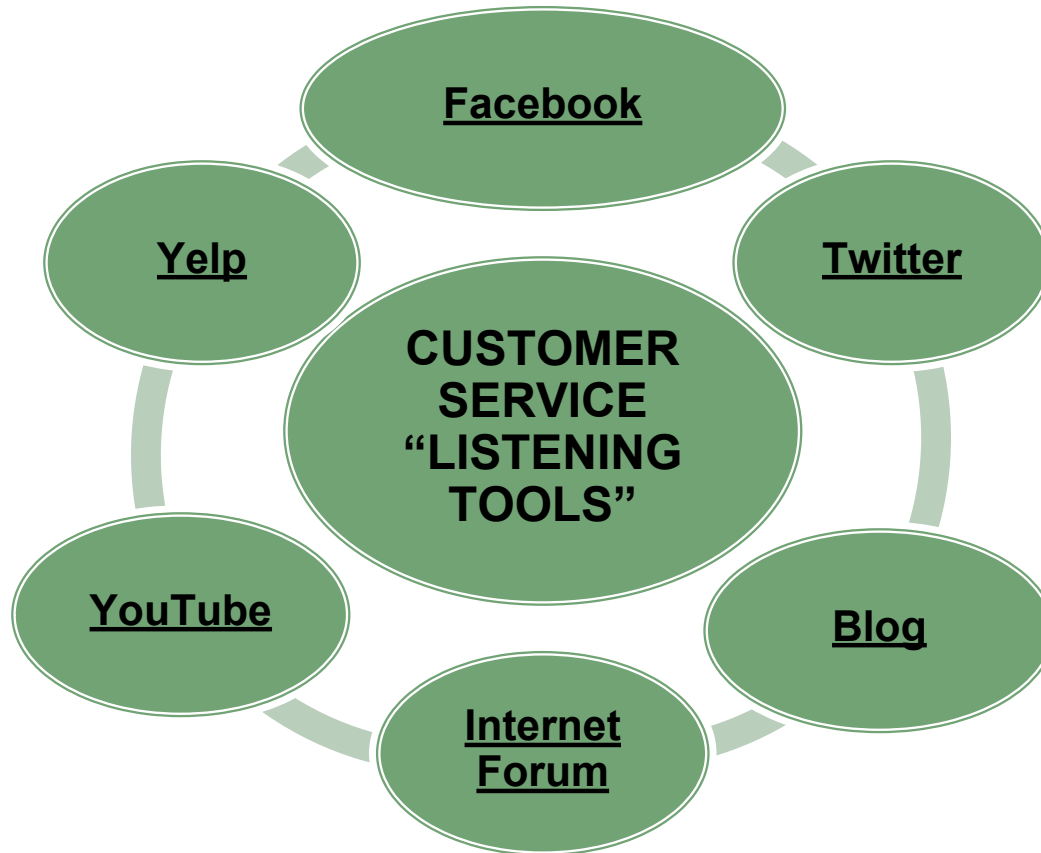




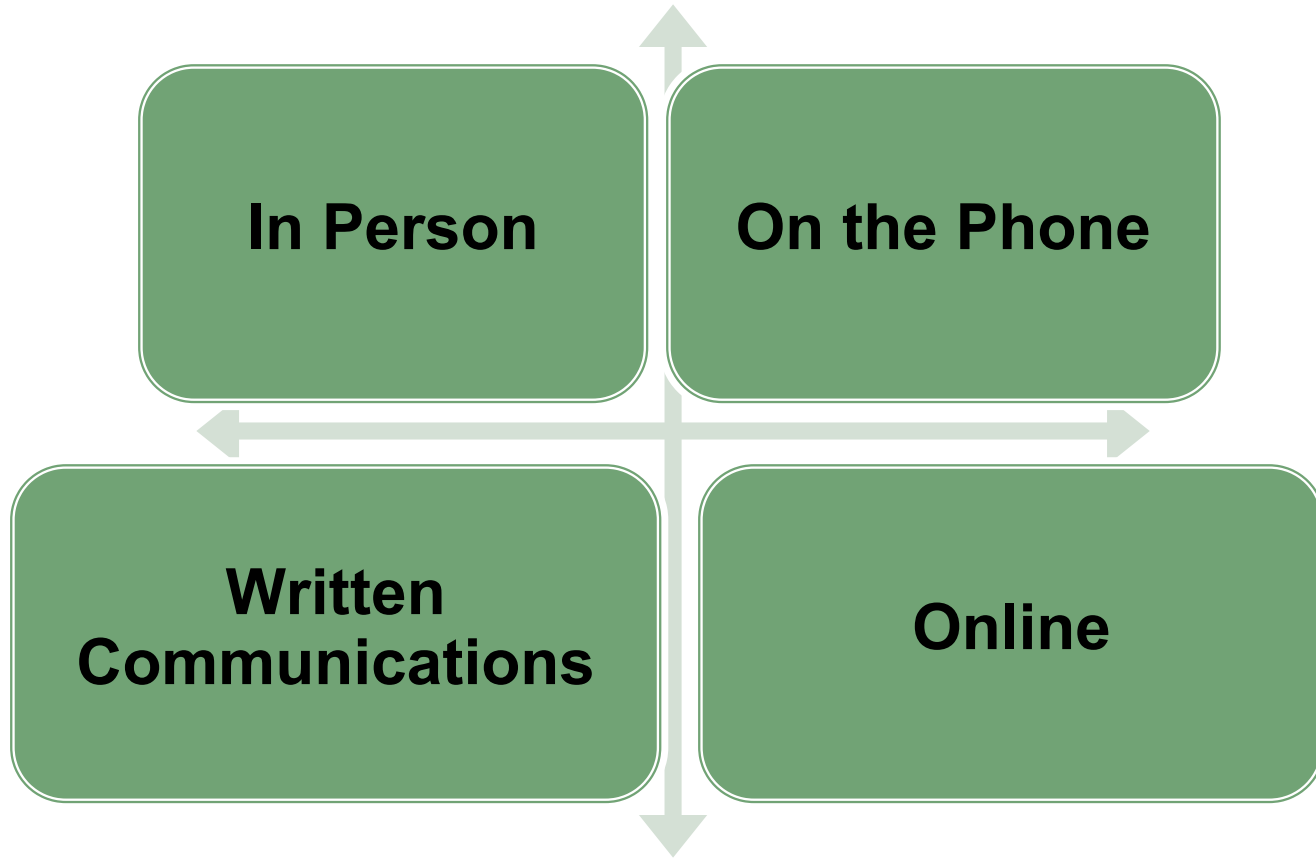
# Characteristics of the Social Customer

- Turns to friends and online networks for advice and recommendations
- Is vocal about buying experiences
- Is savvy, confident, and fast when using the Internet
- Wants complaints or comments heard and taken into consideration
- Connects good and bad customer service directly to future purchasing decisions

# Examples of Social Media



# Multichannel Customer Contact Points



# Tiered Service

- **Tiered service** refers to customer service that is fundamentally interrelated with a customer's actual or potential value as a consumer.
- A common example of tiered service is an airline's coach class, business class, and first-class ticketing system.
- Remember that customers should never feel they are getting a certain level of service because they are buying a certain level of business.