

Business Banking – March 31, 2010

# BSBDC Presentation

# Understanding The Value Of Quality Customer Service



# Definitions & Statements

- Customer Service is the provision of service to customers before, during and after a purchase. (Wikipedia)
- Customer Service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation. (Jamier L. Scott, 2002)
- Customer Service is efficiently satisfying a customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during and after the customer's requirements are met. (Brandon Walker)

# Customers Go Where They Are Best Served!



# Understanding Customer Behaviour

Customers .....

do business on the basis of emotional desire.

tend to gravitate towards a company or group of people they like.

tend to stick with businesses with which they are familiar.

are slow to change buying habits unless given a very good reason.

expect good service everywhere.

# Some Customer Service Tips For Small Businesses

- Make sure ALL employees understand that the customer is #1!
- Answer your telephone!
- Never argue with a customer!
- Treat a complaint as a gift!
- Say "Thank You" ....be courteous!
- Get feedback!
- Make it easy!
- Be Attentive!
- Know your customer and meet their needs!



# Gandhi's Standard For Customer Service

**“Customer is the most important visitor on our premises. He is not dependant on us. We are dependant on him. He is not an interruption on our work. He is the purpose of it. He is not an outsider on our business. He is a part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.” – Gandhiji**



# Understanding The Value Of Quality Customer Service

- Quality Customer Service is a key factor in achieving business success. It can either make or break your business.
- Changing times now demand that customers be given the attention they deserve.
- New technology and modern tools now available to customers can be very powerful.
- There is a leveling of opportunities for both large and small businesses.
- Creating value for the customer builds loyalty and loyalty in turn builds growth, profit and more value.

(Reichheld and Teal, 1996, p.5)



**Any questions?**