

Customer Service

Career Exploration

What is customer service?



Customer service is delivering proactive* and immediate support to customers anytime in the correspondence of their choice — phone, email, text, chat, and more. Almost every job requires customer service. Some jobs that depend heavily upon, or require, good customer service would be: waitstaff/stressers, Fast Food workers, Cashiers, bank tellers, Flight attendants, Hotel concierge, receptionists, front desk workers, and greeters, just to name a few.

Why is customer service important?

Customer service is important because it is the relationship between the company and the customer.

Customers will continue to patronize* establishments they are treated well at. People like to be treated with well and spoken to with respect. Customers, or patrons, often leave reviews of the establishments they have visited. The customer service they received is often the biggest complaint or biggest compliment they will give.

Often, establishments follow "the customer is always right" motto*. This keeps the employees focused on customer satisfaction, and providing the best possible outcome for the customer.

Difficult Customers

Sometimes, working with the public means that customers you will encounter people who are unhappy with their service, or are difficult to please. The best thing to do in these situations, is to remain calm, and try to offer solutions that you are able to provide, and are in your range of ability.

If the problem is not something you can fix, or seems urgent (such as an incident report, or a refund) you should always bring your manager or supervisor into the conversation. Your supervisor will have the ability to find a solution, as they have encountered things like this before.

Questions

1. What is customer service?
2. Name three jobs that require customer service skills.
3. Why is customer service important?
4. What is a common motto that establishments may follow?
5. What should you do if you encounter a difficult customer?
6. If you cannot fix a problem for a customer what should you do?

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