

Why You Should Make Customer Service A Priority

Every business in existence is reliant on their customers to stay alive, and so it follows that keeping those customers happy is crucial for long term survival. One way to accomplish that is focusing on delivering world-class customer service.

Customer service is usually important both before and after the sale takes place. Before the sale it's all about trying to figure out the needs of that particular customer and offer them the best possible solution, and after the sale it's usually a matter of responding to any questions they have and making sure they're happy with their purchase.

Failing to provide a good level of customer service will almost inevitably lead to angry, frustrated customers who are not likely to come back and buy more. It is also possible that they will tell all their friends about the experience, meaning they probably won't become customers either. That's how dangerous it can be to ignore customer service - it can have a significant impact on sales.

Great customer service is all about making the customer associate your business with positive feelings. The easiest way to ensure that happens is make every interaction pleasurable and (if possible) memorable. The next time they're in the market to buy what you're selling, chances are they're going to buy from the company that gave them such a good feeling.

Prioritizing customer service is one of the best ways to separate your business from its competitors. Say a customer has the choice to buy a product from your company that provides excellent customer service, or another company that's known for being difficult to deal with. Even if your company has a slightly higher price on the product, many customers are going to pick you anyway, because of the peace of mind your great customer service gives them.

It actually is possible in some cases to get by even if you're just putting in the least possible amount of effort into customer service initiatives. After all, that's what many of the largest corporations in the world seem to do, and they do just fine. However, keep in mind that they often operate in fields where it's difficult for competitors to swoop in and steal business from them, so they don't have to be as worried about competition as smaller companies. It also means that

most of the time customers will have little choice, and are forced to deal with the company offering poor customer service because there simply aren't any alternatives.