

CUSTOMER SERVICE Pocketbook

3rd Edition

A pocketful of tools, tips
and techniques for everyone
who contributes, directly or
indirectly, to ensuring that
the customer comes first

**Sean McManus
& Tony Newby**



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THE CUSTOMER SERVICE POCKETBOOK

3rd Edition

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WHAT IS CUSTOMER SERVICE?

WHAT IS CUSTOMER SERVICE?

DEFINING CUSTOMER SERVICE



Customer service is simply another term for helping customers.

It might include:

- Helping customers to find products or services
- Advising customers on which products are most suitable for them
- Finding the answers to customer questions about your products or organisation
- Giving customers advice on how to use a product
- Helping customers to complete a purchase
- Responding to after sales queries
- Receiving and resolving complaints

WHAT IS CUSTOMER SERVICE?

PUTTING CUSTOMERS FIRST



Customer service is sometimes called customer care, because it's about looking after customers, and putting their needs first.

Good customer service is about:

- Treating customers with respect and thinking of them as people the organisation might be able to help with its products and services, rather than just 'people to be sold stuff'
- Learning what each customer needs, and helping to find products or services to satisfy those needs
- Being supportive and offering help after the sale, and not rejecting requests for help once the money is in the till
- Making customers happy with what they buy, and how they're sold it

WHAT IS CUSTOMER SERVICE?

CUSTOMER CONTACT



Customer service matters because **everybody** in **every** organisation:

- Either helps customers **directly**
- Or helps colleagues (**internal customers**) who serve the customer

This book is for people who work in:

- Businesses supplying goods or services
- Governmental and public sector organisations
- Voluntary organisations

...because they **all** have customers.