

# **An Executive's (Quick) Guide to Customer Service**

By Service Untitled – [www.serviceuntitled.com](http://www.serviceuntitled.com)

Caring about customer service is not limited to customer service managers - there are many executives care about customer service as well. This quick guide to customer service is made especially for executives who do not necessarily have jobs related to customer service, but would like to embrace (as well as implement) the concept of great customer service.

**Who:** A commitment to customer service needs to start at the top. You need to influence your employees, co-workers, partners, and suppliers to provide great customer service to everyone they interact with. It is your responsibility as a company leader to help guide the company in the right direction and ensure people focus on the right things. In this case, it is a commitment to and a focus on customer service.

**What:** What is the customer service standard in your industry? Think about the answer to that question and then, step it up a notch. Customer service is defined as providing product or service support to potential or existing customers. However, you need to take it a step further: make a customer's day when they interact with your company, give them a reason to refer others to your company, and go the extra mile whenever possible.

**Why:** Beside the why not answer? The more objective answer is that with better customer service, you will see improved customer satisfaction, which more than likely will lead to: fewer complaints, happier and more productive employees, more repeat business, increased referrals, better reviews of company products and services, and so much more.

**Where:** Everywhere. Great customer service cannot be limited to one store, or just over email support - it has to be everywhere. Consistently high quality customer service needs to be provided over every medium and at every place you interact with customers.

**When:** Do not let customer service be another phase or project of the month at your company. Make customer service a permanent and ongoing commitment and focus. Whenever you interact with customers, you need to provide great customer service.

**How:** Hire people with experience in customer service that can help make a difference and learn as much as you can about the subject: read articles, read books, read blogs, ask others about what they do, and pay attention to customer service. Most of all, stay focused and keep working. Doing all these things can make a difference in your customer service and subsequently, your business as a whole.

## **Conclusion:**

The hardest part of customer service is sticking with it. You need to stay focused on the goal (great customer service all the time) and always keep working to improve. If you can do that, sooner or later, you will see that your company will provide great customer service and subsequently, the business results will also improve.

Best of luck!

**Author Information:** This article was first featured in a [post](#) on [Service Untitled](#), a blog about customer service and the customer service experience. For more information, advice, resources, and daily posts on customer service or for more information on our consulting services, please visit [www.serviceuntitled.com](http://www.serviceuntitled.com).

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