

Authentic and Excellent Customer Service

Understanding and Providing Excellent Customer Service

Introduction

There are things that relate to business that are so elementary they are like laws of nature. One is that without customers a business can't survive, and the level of success or the failure of any business can depend on how the people operating the business treat their customers.

Understanding and giving attention to customer service is important for many businesses now, and it will become critical as the nature of business and the relationships that support it continue to change and develop as business, social, and economic trends change.

Many businesses enjoy some level of success regardless of their attitude toward their customers. But what few businesses realize is that despite their best efforts to generate more business, gain more customers, or to create more profits, they overlook the importance of excellent customer service as a legitimate way to not only increase business, but also to leverage every asset the business trades on.

Naturally, we assume that the people (as the business) actually do want to be successful in as many ways as possible, and to the greatest extent they can. For businesses that already enjoy some level of success, leaving the customer service program that supports the business unexamined is limiting, and leaves the business undeveloped to its greatest potential.

While many businesses are performing well, they may not be aware of how much stronger they could perform if they understood the critical importance and value of the relationship they have with their customers, and that as one of the most important components of running a successful business that relates to all other aspects of the business.

Despite trends of some businesses to reduce or ignore customer service, or to transfer the work of shopping and customer service to the customer (with self selection and automated self-checkout for example), there is still a strong need for positive human contact - otherwise the life of business becomes something perhaps too austere. Humans are social beings - the ills that having no positive interpersonal contact, or worse, poor interpersonal contact will have to be understood and corrected for any business and the people in it to have greater success. The importance of positive human contact is typically not regarded in ways that have been considered except by that rare business that displays an acute

Authentic and Excellent Customer Service

Understanding and Providing Excellent Customer Service

understanding of the essential human relationships that help business flourish - and by extension help people flourish.

In this book we examine how many businesses do - and don't do - their Customer service in ways that benefit both them, and their Customers - and seeks to help with understanding and putting into practice an authentic customer service attitude and platform in your business.

A Purpose for this Book

There can't be one book or text that can counsel all types of business on customer service practices since there are so many types of business, and so many types of transactions that people engage in.

But there are some factors that are universal to all businesses, and of course - to all people since it is people who create and do business in any case.

What follows is not a rule set or a prescription of any kind that will try to tell people what to do with their business. Instead it is another point of view that may reflect the ways most people like to be treated in doing business - whether as a business or as customers. As such, the intent of this book is to identify an attitude toward doing business that supports both business and customers, and seeks to elaborate a number of ways to make that enhanced notion of business both possible, and successful. After all, our customers are our business.

And that's a critical point - we may not all be in business *per se*, but we will all have to deal with people in accomplishing our transactions, and we will all be customers at one time or another. Understanding what drives us as customers in turn helps us understand how to drive our business to everyone's greatest advantage and benefit, and by extension making the most of life.

That's just common sense.