Can You Win The Customer Service War?

By Jerry Robertson

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The importance of customer service is always talked about.However,many companies do not follow through with this important subject. Companies will spend an enormous amount of money in advertising to attract new customers.They are just wasting their money,if they don't satisfy their present customers.What does your business need to do to win the customer service war?

1. Surprise

Give customers extra special service and you will win their loyalty.Do something unexpected.For example,you could send an email to thank them for being a good subscriber to your newsletter or a great customer.You may even throw in a free report. This would not take very long and I am sure they would remember it.

2. Be Prompt

Follow up all your emails in 48 hours or less.You should aim for 24 hours or less if possible.Use autoresponders to help you out as much as possible.

3. Resolve Complaints

Don't take complaints personally.You need to listen to the complaint and take action to resolve it right away.A customer could have a valid point that helps you strengthen a weakness in your business.After resolving the complaint,a few days later send out an email thanking the customer for bringing a problem to your attention.Over 99% of your complaints,you should be able to satisfy the customer.

4. No Problem

Take care of all customer issues gladly.Your customers will love you for it.

5. Priority

Customer Service should be the first thing,you attend to every day.The objective of any company is to maximize profits over the long term.You can compete with the "Big Boys" and defeat them soundly with exceptional customer service.

Customer Service may be one of the least exciting things,but long-term your business depends on it.In this day of age,customer service is forgotten.The best benefit is that it costs you nothing but a little time for great service and your sales will benefit from it.

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