

The importance Of An Excellent Customer Service

By Tatiana Velitchkov

The importance Of An Excellent Customer Service

Tatiana Velitchkov
TatianaV@chello.nl

Higher Traffic = Higher Profits! <http://www.Guaranteed-Hits.net>

Everyone of us, Internet Marketers, knows the importance of excellent customer service, however, many are lacking on it. Even some of the established professionals with known names.

Be there for your customers. Answer their questions. Respond to their emails. Take a Human Link or an other on line chat service. This could improve greatly the relationship you are building with the ones interested in your products or services.

You might have a huge database of customers already, and most probably you are not able to deal personally with all the inquiries and emails coming daily. Be sure to make it clear to your employees that one wrong word or statement to a customer could hurt your reputation.

What happened to me personally is just to point how easy it is to loose credibility, as well as the name you have been busy to build over time. Keep in mind that this can happen easily to everyone. Never forget how you were as person when you started, no matter how successful and well-known you become!

I purchased a product. No matter how hard I tried to make it work, achieving the promised \$\$\$, I didn't make a dime. After months I wrote an email to the one I purchased it from, asking for my money back, because of the money back guarantee. First email-no answer. Second email-no answer. Third email, in which I was quite angry - finally an answer.

The money back guarantee stated that with no questions asked you will receive your money, if you weren't satisfied with the product. I was asked if it weren't better to receive lots of traffic to my site, instead of the money. If so, the only thing I was asked to do, was to send the email back

with written on it: "I waive the money back guarantee".

Needless to say, being one that makes use of a company for the credit card and cheques payments on my web site, I knew it was going to cost the guy more than the price I had paid. On the other hand I needed the traffic, so I just did what I was asked and returned the email with "I waive the money back guarantee".

In the reply on this email of mine I was asked to supply my web sites URL, 12 keywords, and an ad. I replied that this will be supplied after the changes in my web site will be ready. Almost three weeks later I sent the email with my URL, 12 keywords, an ad. Two weeks after that, still no answer, no promised traffic, no answer to my emails. Nothing at all.

Once I sent the email stating I waived the money back guarantee, I gave up all rights. There is nothing you can do about it, except the feeling of being a joke. Too good of trust, too innocent maybe, too naive. I felt I had been taken advantage of.

The last email I sent to that guy was a statement both to him as to myself. Telling him that his customer service was lacking, that if I received an email like the one I was writing to him, I would feel deeply ashamed. And that I was feeling proud of the customer service I am providing to my customers.

My astonishment was enormous when I received an email from the guy. Was I wrong about him? I do not know. I have given him the benefit of the doubt. After sending again all the info I was talking about earlier, I'm still waiting. For the sake of the trust you want to build with your customers, Keep Your Word! Keep Your Promise!

His name is all over the Internet, his articles are in many ezines. Lots of people are calling him their friend. I don't know about you, I personally will do my best to never mis-lead my customers, to always keep my word, and never forget how I felt when somebody pulled a trick on me like this one.

Tatiana Velitckov

=====
Tatiana is the President of the Fortunes, Inc. The company represents one of the few businesses on the Internet providing huge quantities of traffic, At Once upon payment processing, and for outrageously affordable prices.
<http://www.Guaranteed-Hits.com>

<http://www.Guaranteed-Hits.net>

=====

[Get-Articles.com](#) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)