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## ***Intro: Why Customer Service?***

Customer service is a skill that almost anybody can learn, yet lots of workers lack proper adequate. Customer service is the heart of any type of business, yet sometimes it is not executed properly. Customer service is the key to success for any company, but the skills learned will be used in many other aspects of your life.

Whether you are working at a retail store, in a call center, meeting one on one with clients or interacting with many at the same time, the one thing you can do to help ensure positive growth in sales, customer loyalty, and consumer outreach is customer service. More than 70% of consumers would pay more for their products or services if the customer service is better than the competitors, according to a recent study done by Oracle.

On top of this, learning good customer service skills is nearly equal to good people skills. Using the tips outlined in this book along with your experience from working with customers will help you better interact with your co-workers, managers, friends and family. Not only will people end up liking you more, but this may give you an advantage when going up for a promotion, a job interview, or meeting new people. Customer service is making people happy, ensuring they have a positive lasting impression of yourself and the services you are presenting, and putting them before yourself.

You are the lasting impression for the customer. Your first interaction with the customer will affect their perspective for the entirety they are doing business with you and your company. You are able to change a customer's mood from sad, mad, or generally upset to happy. Experiences turn into facts in the minds of many human beings, so if they did not have a positive experience the very first time they dealt with your business, they will have it locked in their mind that your business = bad service and will inform their friends to stay away. A good experience will lock in their mind that your

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business = great service, and they will become a living advertisement for your company. It is possible to persuade a customer to change their mind about your business after they had a bad first experience by many positive experiences, but it will take much longer than just having one good first impression.

While the skills outlined in this book will be applicable for any type of business, whether a store, restaurant, car dealership, call center, etc., it is easiest to visualize a retail store when discussing these skills, as you likely experience and receive service from retail establishments almost daily. However, if you replace store with whatever type of business you work for How To - Customer Service: How to Provide Great Experiences for Your Customers or want to go into, How To - Customer Service: How to Provide Great Experiences for Your Customers these skills will always carry over.

## ***Chapter 1: Observation***

Customer service would be extremely easy if you could read minds. Some of your customers may find it hard to express what exactly they need or are looking for, and you have to help them spell it out. They may become upset when what they want from you is something you don't understand, or they are not explaining How To - Customer Service: How to Provide Great Experiences for Your Customers what they want correctly and you are left confused. This is where observation comes into play.

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# How To Customer Service How To Provide Great Experiences For Your Customers

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