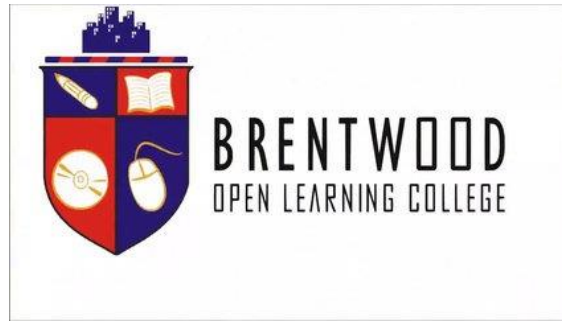




Brentwood Open Learning College
Customer Services Course (Short Course)

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Question.

1. Discuss the importance of customer services in an organization.

The customer services is very important to organization because the customer services is the frontline of the company to deal with the customer needs. Without the customer services, the company are hardly get to keep in touch with customer. According to Chron Small Business articles stated that customer service is important to an organization because it is often the only contact a customer has with a company. Customers are vital to an organization. Consequently, when they have a question or product issue, they expect a company's customer service department to resolve their issues. The customer service also play an important role for leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue; it is also a key point of differentiation that helps you to attract new customers in competitive business environments.

2. Why is it important to know about customer's needs?

Customer need will lead to satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

Here are the top six reasons why customer satisfaction is so important:

- It's a leading indicator of consumer repurchase intentions and loyalty.
- It's a point of differentiation.
- It reduces customer churn.
- It increases customer lifetime value.
- It reduces negative word of mouth.
- It's cheaper to retain customers than acquire new ones.

In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environments are the ones that make customer satisfaction a key element of their business strategy.

3. Discuss the importance of customer service training for an organization.

Customer service goes above and beyond the point of purchase. It concerns the activities before, during and after an individual decides to buy a product or service. For this reason, customer service training can be a hugely beneficial thing to invest in, as by its very nature, looks to enhance the way a business serves what brings in money.

Although the importance of customer service will differ depending on the product, service, industry, company and customer, there is almost always room for improvement. In most cases, customer service representatives must be able to give assistance to various personalities and characters. At the same time, they must reflect the core values of the organisation and adhere to the company culture. Striking the right balance between these two traits isn't easy, especially when members of staff also need to know about product information and details about delivery, warranties or other customer questions. Consequently, customer service training is somewhat essential.

Benefits for the business:

- Increase turnover and profit
- Improve reputation and standing
- Boost uniqueness and individuality

Benefits for members of staff:

- Increase motivation and engagement
- Improve knowledge and skill set
- Boost confidence and morale

Benefits for the customer:

- Increase customer satisfaction
- Improve purchasing options
- Boost chances of loyalty

4. Discuss pros and cons of a loyalty scheme.

Pros	Cons
An incentive to the customer to purchase from you	Attracting customers who are not ideal
Chance to build long-term relationships	Set-up costs
Marketing opportunities	On-costs that must be covered by attracting increased sales
Competitive edge	Reward(s) that might not be sufficiently motivating to win long-term loyalty
Increased sales	Redemption processes that might be too complex for customers
Customer research data	The time and money it would take an average customer to accumulate sufficient points for a worthwhile reward
Foundation for tie-ins to additional offers	Loyalty can be to the incentive rather than the supplier, which could mean loss of business once the programme ceases