



SENTIENT

THE IMPORTANCE OF GOOD CUSTOMER SERVICE

(noun) The assistance and advice provided by a company to those people who buy or use its products or services.

Good customer service is a fundamental requirement of a business, yet it is often overlooked or seen as an unnecessary expense rather than a growth opportunity.



Increase customer trust



Establish relationships



Build brand advocacy



Attract new customers



Drive sales



Provide long-term revenue

Key ways to DELIVER good customer service

- Be friendly
- Smile
- Respond promptly
- Effective listening
- Know your products/services
- Know your customer(s)



6 characteristics of businesses that offer good customer service

1. Proactiveness
2. Accuracy
3. Accountability
4. Flexibility
5. Consistency
6. Positivity



73% of customers say they stay **LOYAL** to brands because of friendly customer service. (HubSpot, 2021)

90% of consumers worldwide consider **ISSUE RESOLUTION** as their most important customer service concern. (KPMG, 2020)

89% of customers view brands favourably if they proactively invite and welcome **CUSTOMER FEEDBACK**. (Microsoft, 2019)

67% of repeat customers are more likely to **SPEND MORE** with a brand because of excellent customer service. (HubSpot, 2021)

Authentic conversations make for authentic interactions.

Embrace the **HUMAN ELEMENT** of your service to make genuine connections with your customers.

COMMUNICATION CHANNELS



Website



Social Media



Telephone



Face-to-face



Email

WHY IS IT SO IMPORTANT?

Customer Service can impact both your existing and prospective customer base. Delivering a positively memorable service may determine whether a customer stays or abandons your business. It is no longer an afterthought, but more a genuine opportunity for business growth and a way to create repeat business and therefore long-term revenue.

"To give **REAL SERVICE** you must add something which cannot be bought or measured with money, and that is **SINCERITY** and **INTEGRITY**"

- Donald A. Adams -