

What Good Customer Service Looks Like?

Think of the last time you interacted with the company and the employee was rude to you or didn't answer your queries. That's an example of bad customer service. Here, the results are obvious, such a company would probably lose a customer.

Good customer service plays a crucial role in retaining customers while attracting new ones. A superior product with a great business modal will be of no use if it has pathetic customer support.

Quality Customer service plays a crucial role in long-term success. It enables positive word of mouth, creating customer loyalty and attracting new customers. **According to [American Express](#), Customers spend 17% more on excellent customer service companies.** Therefore, a business needs to put extra effort to deliver unique, memorable, and quality customer service.

So right here in this article, I will discuss the factors that you need to follow for keeping good customer service.

What is Customer Service?



[Source](#)

Customer service refers to the act of providing support to your existing as well as potential customers. It involves solving their queries and ensuring the best customer experience. Customer service officials usually interact with customers via in-person, phone, email, and social media.

Companies understand that customer service is a decisive factor in the viability of their business. Therefore, companies are putting great thought into providing exceptional customer service, and it is now becoming an essential element of companies' values.

Importance of Good Customer Service



[Source](#)

Everyone likes to interact with a company where they are valued. If they are not treated well, they may leave the company and move to another. It's human psychology that a good environment and humble talk attract him.

According to [research by Oracle](#), 86% percent of customers quit dealing with a business that is not treated well. Therefore, companies need to follow practices to attract, retain and delight customers.

Exceptional customer service is a game-changer for companies. Companies are investing billions of dollars in customer service to attract customers. Moreover, good customer service creates positive word of mouth, which eventually uplifts companies' revenue. For example, [Spanx](#) became a billion-dollar business with positive word of mouth and zero advertising.

What Good Customer Service looks like?



[Source](#)

A single bad experience of customers can result in losing that customer permanently. Moreover, it would generate negative word of mouth, which would compel other potential customers from coming your way. Therefore, it is essential to take necessary measures to ensure your customer service stands out.

On the other hand, good customer service builds a relationship with customers, provides customer loyalty, and attracts new customers. Here, we will look at characteristics of good customer service that you must follow:

#1: Problem Solver

The number one and most apparent characteristic of good customer service is **solving the problem**. Customers want to interact with customer service when they have queries. If a customer service executive cannot solve a customer's problem, they would result in losing customers permanently. According to [studies](#), 80% of customers stop buying from companies with a bad experience.

Therefore, companies try to come up with creative solutions to help those in need and delight them in every interaction. For example, a [customer ordered a PlayStation](#) for his child on Christmas. Unfortunately when the delivery company arrived that person was not at home, so they delivered to the neighbor's house. But the neighbor left the parcel on the doorstep, and it disappeared. When the customer found out about this event, he was extremely shocked.

Although Amazon did their job, they were not to blame for this incident. But they took this opportunity to solve their customer problem and send a new PlayStation before Christmas without charging any shipping costs.

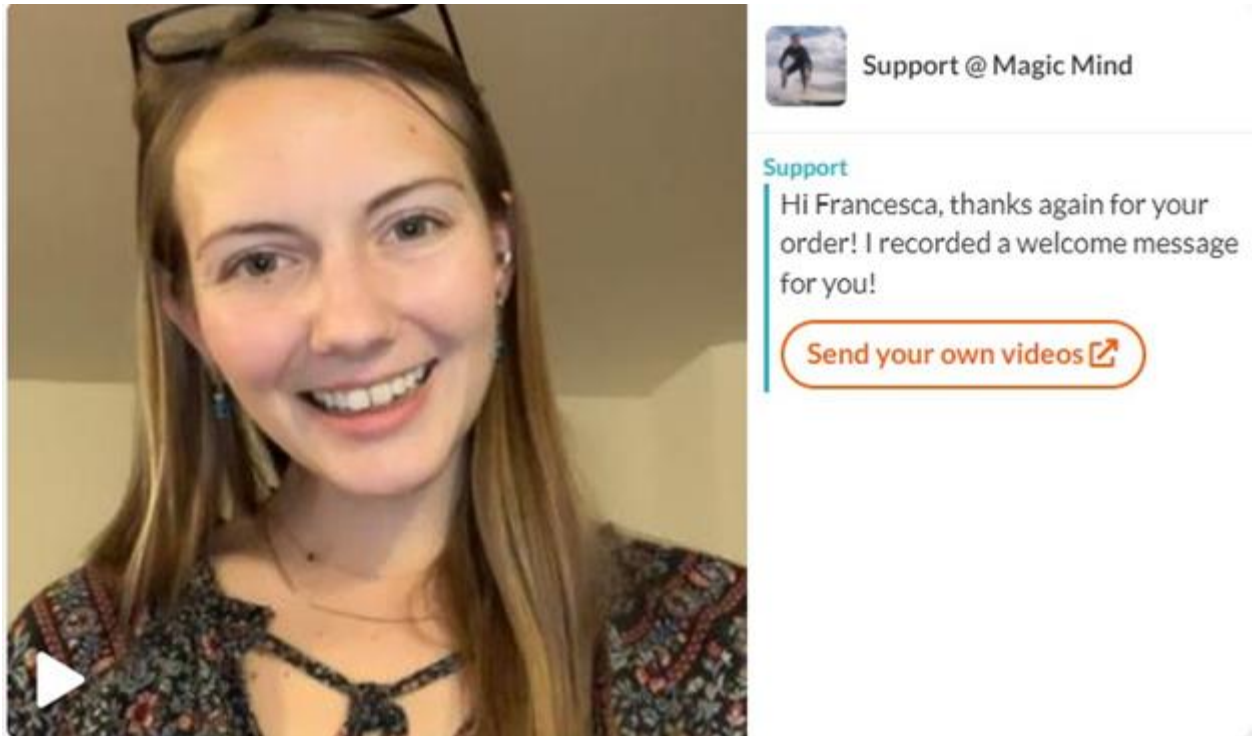


[Source](#)

#2: Personalized

Sending a **personalized message** to customers creates a sense of belonging. The customer feels more comfortable and prefers interacting with businesses that honor them. Everyone likes special treatment; that is why [40%](#) of customers say that they want more human experience. They prefer to feel like they are interacting with humans instead of a company.

So remembering customers' names, birthdays, interests, and hobbies are vital in delivering quality customer service. An energy drink company, [Majic mind](#), has adopted an innovative way to create a personalized experience for customers by sending welcome video messages.



[Source](#)

#3: Builds Relationship

Building **long-lasting relationships with customers** are one of the most critical objectives of good customer service. Catering to the needs and requirements of customers and creating small gestures can create fruitful results. Companies can use the customer's problems to their advantage by changing them into opportunities.

For example, a hotel company, namely [The Ritz-Carlton Hotel Company](#), allows employees to fix any guest problem by asking any question for up to \$2000. Once a customer forgets his charger in the room, the hotel company mail him back his charger and send an extra charge as a friendly gesture; this is how they ensure a [5-star customer service experience](#).



[Source](#)

The Ritz-Carlton Hotel company set a great example by providing quality customer experience and long-lasting building relationships with customers; they turn the customer's problem into an opportunity to create a quality customer experience.

#4: Proactive

One of the great ways to ensure customer satisfaction is to be proactive. When employees notify their customers before any problem occurs, it creates customer loyalty; customers feel an essential element of that company.

A great example of being proactive in Customer service was set by a kids' meal delivery company named [“Yumble.”](#) When yumble faced delayed delivery of meals, they proactively started emailing campaigns to customers. They notified their customers in advance and issued \$10 for the inconvenience.



Francesca,

We're reaching out to let you know that our shipping partner is experiencing a shipping delay in your area. We plan for these occasional delays and have designed our box to keep your meals refrigerated for a full extra day. Even though your gel packs may be more thawed than usual, your meals will be safe to enjoy if they are cold to the touch. If your ice packs arrive fully melted, please reach out to us at hello@yumplekids.com for guidance.

Regardless of the cause, we know that delays are an inconvenience, and we apologize. We've issued a \$10 credit to your Yumble account to apply toward your next processed order.

If you have any questions or concerns, please email us hello@yumplekids.com.

Happy Mealtime,
The Yumble Team

[Source](#)

#5: Empathetic

One of the vital customer service characteristics is to be empathetic in your service. This means putting yourself in the customer's shoes and providing quality services accordingly. Your customers are your lifeline; therefore, understanding their situation and point of view will help you in the long run.

An example was set by a grocery store company known as Trader's Joe. [Trader Joe's](#) customer story went viral in which an 89-year-old man was stuck with his granddaughter in a sandstorm and ran out of food. They tried to contact multiple grocery stores, none agreed but Trader's Joe stood up and delivered food in 30 minutes free of charge.



[Source](#)

#6: Communicate Effectively

Communication plays a crucial role in the success of your business. However, in the case of customer service, its importance is multiplied. Poor communication can cost a loss of loyal customers or spread negative word of mouth. Your way of communication is the voice of your business; therefore, it must be the best one.

Communication does not involve conveying a message but includes careful listening to customer queries and providing solutions accordingly.

#7: Exceptional Service

Providing an **exceptional customer service** experience is a great way to attract and retain customers. By providing a memorable experience for customers, they would have an emotional connection with the company and remain loyal.

[Qualtrics](#), an experienced management company strives to fulfill every demand of their customers, including food, drinks, and vacations. The company has a team known as the [Qualtrics dream team](#), which interacts with customers to listen to their demands and provides customized exceptional experiences.



[Source](#)

Qualtrics management understands that customers buy products and services and the experience. So by creating memorable exceptional experiences, you can quickly build up a loyal customer base.



[Source](#)

#8: Convenient

One of the essential traits of customer service is being **convenient**. It means meeting customers' needs as they require and going the extra mile to satisfy them.

A great example of convenience was set by the Innovative automobile company [Tesla](#). Tesla started a program to go to customer houses to provide repairing services for their cars. This way, customers didn't need to wait at the repair shop; instead, their car was fixed while sitting in their comfort.

The key lesson is that, although customers can contact you directly, you can go the extra mile to serve their needs, creating an exceptional customer experience.

← Thread



Chris Kern
@cj7218

Flat tire on Sunday. Called Tesla, got a loaner tire within 40 minutes. Today they came to my house to replace the tire in 10 minutes. scheduled to come back to fix a small issue next week. What other car company does this? @elonmusk @TeslaModel3 @Tesla #mobileservice



3:46 AM · Nov 1, 2018 from Phoenix, AZ · Twitter for iPhone

1,979 Retweets 265 Quote Tweets 24.4K Likes



[Source](#)

#9: Focuses on Constant Improvement

Constant improvement is an essential factor in the success of businesses or individuals. The same is true for customer service to stand out and delight your customers. Companies should be open to change according to changing requirements.

Bringing innovation, creativity, and catering needs according to the evolving demands of users will ensure customer satisfaction, retention, and acquisition. A UK-based supermarket chain, namely [Sainsbury](#), set a great example when they received a letter from a 3-year-old girl, Lily, who identified that the supermarket's "[Tiger Bread](#)" didn't resemble a tiger's stripes and it looked more like a giraffe. Sainsbury took the letter seriously and changed its product accordingly.

Sainsbury's Supermarkets Ltd
23 Neilson
London
EC1N 2HT

Dear
Sainssssssssssssssssssbbbbbbsburyyyys.

Why is tiger bread c\alled tiger bread?
It should be c\alled giraffe bread.

Love from Lily Robinson age 3 ½

Lily

Sainsbury's Supermarkets Ltd
23 Neilson
London
EC1N 2HT
Telephone: 0800 765 765
Fax: 020 7625 7779
www.sainsburys.co.uk

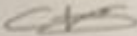
June 2011

Thank you so much for your letter. I think nonpareil tiger bread (giraffe bread) is a brilliant idea - it looks much more like the pictures on a giraffe than the stripes on a tiger, doesn't it?

It is called tiger bread because the first baker who made it a long time ago thought it looked stripey like a tiger. Maybe they were a bit silly.

I really liked reading your letter so I thought I would send you a little present. I've put a £3 gift card in with this letter. If you ask your mum or dad to take you to Sainsbury's you could use it to buy some of your own tiger bread (and maybe if mum and dad help its OK you can get some waffle too!). Please tell an adult to wait 48 hours before using this card.

I'm glad you wrote in to us and hope you like spending your gift card. See you in store soon.

Yours sincerely


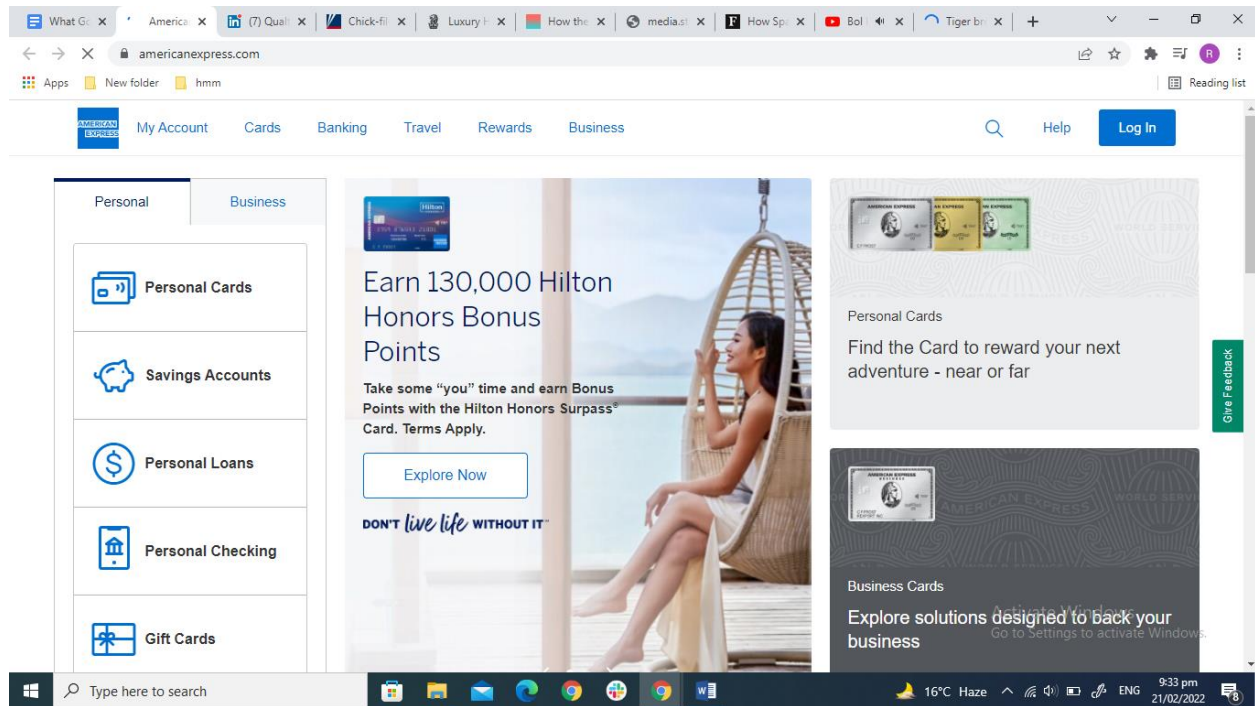
Chris King (age 27 & 1/2)
Customer Manager

Enclosed: £3 gift card

Gift card

Solving the problems of customers is the critical objective of customer service officials. However, going the extra mile and providing additional benefits would surely enhance customer satisfaction.

Take an example of [American Express](https://www.americanexpress.com), which provides its customers with numerous objectives like insurance, access to airline lounges, and complimentary flight credit. Moreover, it provides 24/7 customer support. Combining these benefits, no wonder American Express remains on the top when it comes to the top credit card companies.



[Source](https://www.americanexpress.com)

The key takeaway here is to provide as many benefits as possible. Customers stay loyal to companies doing a little extra for them.

Wrapping Up

To conclude, Good customer service plays a tremendous role in building relationships, ensuring customer loyalty, acquiring new customers, and delivering value. Quality customer service generates positive word of mouth, which attracts potential customers, creating a win-win situation for the company.

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