**CUSTOMER SERVICE – FILL-IN-THE BLANK: SESSION 7**

**Customer Service: Skills for Success – 7th Edition**

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**Chapter Ten: Encouraging Customer Loyalty**

Customer and brand \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are a crucial element of any organization’s success.

Each time there is contact at a touch point where the customer and provider come together, there is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for further cementing the customer relationship and loyalty or driving a wedge between the customer and organization due to failure to meet expectations or needs.

An important point to keep in mind about customer loyalty is that it does not happen as a result of a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer-provider encounter. Nor does it happen just because of periodic special promotions, sales, or passive loyalty programs that provide only minimal rewards.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ builds lasting customer relationships.

The advent of mobile and other electronic communication devices that allow customers to easily find a way to provide feedback on products and services to others and reach out for information that helps them make a buying decision has \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer loyalty to some degree.

The key to establishing and maintaining customer loyalty is to put forth an honest and ongoing series of initiatives and efforts that demonstrate to customers that they are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the organization.

Trust is the most important criterion for a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

For trust to start and grow, your customers must believe several things about you and your organization:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For customers to continue doing business with you, they must \_\_\_\_\_\_\_\_\_\_\_\_ you and your organization.

Even when you win trust and achieve customer satisfaction, the customer relationship is very \_\_\_\_\_\_\_\_\_.

To gain and maintain trust, you and the organization must actively work toward incorporating the values and beliefs into daily \_\_\_\_\_\_\_\_\_\_\_\_\_\_. Failure to do so can send a message that you are not trustworthy or that you act according to a double standard of saying one thing but doing another.

One way that consumers are turned off from a trust standpoint is through a loss of confidence that follows a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in an organization’s manufacturing and distribution processes.

There are numerous things that you can do to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ help build trust with your customers in recall situations and when minor service breakdowns occur.

Some potential trust-building success strategies include: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (10) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (11) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (12) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (13) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

If you can’t articulate or clearly explain (verbally and in writing) information in a manner that customers can comprehend and act upon, they will not \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in you.

As you communicate, project your feelings and emotions by being \_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_. Let customers know that you are human and approachable.

Emphasize to your customers that you have their best interests at heart. Work to demonstrate that you are willing to assist in satisfying their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Too often, service providers send a message that customers are not really that important. This can happen when service providers adopt a “next” mentality and treat customers as if they were numbers, not \_\_\_\_\_\_.

Make sure that you treat all customers (internal and external) with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and consistency.

You are human and are expected to make \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The key is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from errors by apologizing, accepting responsibility, and then quickly and appropriately solving the problem or getting the necessary information.

When \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ providers exceed customer expectations in solving problems, loyalty levels rise. However, when customer expectations are not met, loyalty is eroded.

Most customers are not out to cheat or “rip off” you or your organization. However, they do want the best \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for their money and expect you to provide it.

One of the most common mistakes service providers make in dealing with customers who have a complaint or problem is to verbally acknowledge and agree, but nonverbally send a message of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Customers have many choices in selecting a service or a product provider. If they feel you cannot be depended upon to take action, they simply leave, often without \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Assure customers through your words and actions that you are confident, have their best interests at heart, and are in control of the situation.

Taking a concerned, one-on-one approach to working with customers helps satisfy immediate needs while building a basis for long-lasting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Mostly, people are a social species and need to be around others to grow and flourish. Helping your customers feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can create a bond that will keep them coming back.

To develop and maintain an open mind, make it a habit to assess your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about your job, customers, products, and services periodically before making contact with your customers.

Each customer is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and has their own desires and needs. For that reason, every situation you handle will be slightly different. You should view each person as an individual and not deal with customers on the basis of preconceived ideas or the demographic group of which they are part.

Even if you do not agree with a customer, respect their point of view or need and provide the best possible service. In return, the customer will probably respect and appreciate your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Some organizations \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers who complain.

Complaints provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that can enable service providers and organizations to rapidly shift resources to fix things that are not working well in order to satisfy the customer.

Many times, service providers do not take the time to ask for feedback because they are afraid that it may not be good. In other instances, they simply do not think of asking for customer input or \_\_\_\_\_\_ to do so.

There are many ways to gather information about customer satisfaction levels.

Some of the more common include:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Long-term relationships are the ones that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ organizations.

Customer Relationship Management (CRM) refers to the concept of identifying customer needs; understanding and influencing customer behavior through ongoing communication \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in an effort to acquire, retain, and satisfy the customer.

Through CRM, organizations and employees get to better know their customers and project needs that can be satisfied through appropriate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Many service providers look at customer interactions from a short-term perspective. They figure that a customer calls or comes in, they provide service, and then the customer goes away. A more customer-focused approach is to view customers from a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ standpoint.

Remember that long-term customer relationships are the ones that sustain organizations. This is referred to as customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The days of a customer adopting one product or company for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are long gone.

Seeking out new or replacement customers through advertising and other means is a very \_\_\_\_\_\_\_\_\_\_\_\_ proposition. According to a Harvard Business Review, “acquiring a new customer is five to 25 times more expensive than retaining an existing one.”

Many organizations and industries seem to forget the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of fostering solid long-term customer relationships.

When organizations attain a high degree of brand recognition and a reputation for providing quality products and services at a competitive price, while going above and beyond their customer’s expectations, they are typically rewarded with customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and repeat and referral business.

By providing excellent customer service and dealing with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as soon as you identify it, you can help ensure that customers remain loyal and keep coming back.

Relationship with channel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a key component for managing customer loyalty.

Three Types of Channel Partners: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Channel Partners: These types of organizations provide a distribution outlet or link for your company’s products and services. The challenge is that they maintain no specific loyalty and when the opportunity arises to obtain a newer product or service line, or one that is less expensive, they may move to other suppliers or vendors.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Channel Partners: This category of partners includes organizations intricately meshed with your company’s internal operations.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Channel Partners: The third type of channel partnership involves signing agreements through which one organization creates a long-term alliance with another organization to brand, develop, or produce each other’s products or services.

Personal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of a service provider may affect customer loyalty positively or negatively.

In customer service, some circumstances are beyond your control; however, your personal characteristics are not. The following describe the most common qualities of service providers that affect customers:

(1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (10) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (11) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (12) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

Customers typically like to feel that they are the most important person in the world when they encounter an organization. This is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ need.

A simple way to demonstrate responsiveness is to attend to customer needs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The following are six common customer needs: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

In a continually evolving world, you will undoubtedly have many opportunities to deal with customers who have different beliefs, values, perceptions, needs, and expectations. You will also encounter people whose personality \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ differs from yours.

Each of these meetings will provide an opportunity for you to adapt your \_\_\_\_\_\_\_\_\_\_\_\_\_ in dealing with others. By doing so, you can increase the likelihood of a successful interaction and a satisfied customer.

Another way to show your ability to adapt relates to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. By quickly learning and mastering new technology systems provided to you by the organization, you can respond faster and more efficiently to customer needs.

Your ability to obtain and give information; listen, write, and speak effectively; and deal with emotional situations are keys to successful \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

By using a variety of effective \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ techniques, you can determine customer needs. The most successful service providers are the ones who have learned to interact positively and build rapport with customers.

Decisiveness relates to being able and willing to make a decision and take necessary actions to fulfill customer needs. Taking a wait-and-see approach to customer service often leads to customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Attaining and maintaining a level of excitement about your customers, products, services, organization, and job that says, “I am happy to help you,” is an important step toward establishing a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

If you are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about serving your customers, they will often respond by supporting you and the organization. People typically react positively to enthusiastic employees who appear to be enjoying themselves as they work.

Having a written standard of conduct, organizations demonstrate to customers that they are concerned for their welfare. They also demonstrate that they have the intention of operating in an ethical manner. This effort can ease customer trepidation or concerns that employees will take \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of them.

Establishing (and maintaining) high legal, social, and ethical \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in all interactions with customers is imperative. Failure to do so can lead to loss of reputation and business, and/or legal liability.

Taking action related to your job or customer service without having to receive instructions from others is a sign of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Such actions also help to ensure that you identify and meet the needs of your customer in a timely fashion.

Your customers expect you to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about your business organization.

If the organization does not provide training or resources, take the initiative to ask supervisors or team leaders for materials and information. Also, develop a network with other employees throughout the organization and community and use those networks to gain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Recognizing the need to pay close \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to verbal and nonverbal cues, cultural factors, and the feelings or concerns of others is important. By staying focused on customers and the signals they send, you can often recognize hesitancy, interest in a product or adamant rejection, irritation, anxiety, and a multitude of other unspoken messages.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a crucial skill to possess when operating in today’s fast-paced, changing customer service environment, especially in technology-based environments.

The Planning Process Model is a five-step process for creating contingency or backup plans to better serve customers when problems arise or things do not go as expected: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

(2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

If a customer has a problem, you have a problem. Remembering this simple concept can go a long way in reminding you of your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for being a service provider.

Projecting a positive personal image – through manner of dress, knowledge, appearance of your work area, and your mental attitude – is a crucial element in communicating an “I care” \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to customers and potential customers.

Trends in Customer Expectations:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Make a good first \_\_\_\_\_\_\_\_\_\_\_\_ by establishing rapport; then identify and satisfy your customers’ needs. Follow up to obtain repeat business.

Most people like to feel that they are \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_. By recognizing and acting on that fact, you can go a long way toward providing solid customer service, reducing churn, and building a strong relationship with customers.

Every time you encounter a customer in person, through technology, or over the phone, you have an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to provide excellent service.

Each customer encounter moves through the following stages, although sometimes the order varies.

At each step, you have another opportunity to provide excellent customer service.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Customers react to and deal effectively with employees whom they \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as likable, helpful, and effective.

Use questioning, listening, observing, and feedback \_\_\_\_\_\_ to focus on issues of concern to the customer.

Customers typically expect that, if they pay a certain price for a product or service, they will receive a specific quality and quantity in return; this is not an unusual \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

By going out of your way not only to satisfy customers but also to “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” them by doing, saying, or offering the unexpected related to high-quality service delivery, you can exceed expectations.

Follow-through is a major factor in obtaining repeat business. After you have satisfied a customer’s needs, follow up with the customer on their next visit or via mail, e-mail, or telephone to \_\_\_\_\_\_\_\_\_\_\_\_\_ that they were satisfied.

Do the unexpected; deal with one customer at a time; handle complaints efficiently. These are just some of the things you can do to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer satisfaction.

By providing a personal, professional strategy, you can help ensure that customers return. This is because building good relationships in order to increase customer satisfaction is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – it can lead to repeat business – the key to making a business profitable.

The following are tips that can help provide quality service to customers:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A customer’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of quality service is often one of the prime reasons for their return.