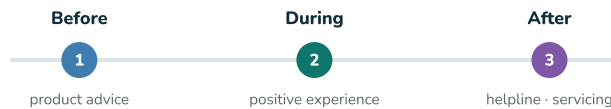


 Learning goals

- ✓ Describe methods of good customer service before, during and after a sale
- ✓ Explain the benefits of good service and the dangers of poor service
- ✓ Explain how ICT has developed customer service

 Key words

- | | |
|---|---|
| <p> Customer service Support before, during and after a sale.</p> <p> Customer engagement Creating a positive experience for the customer.</p> <p> Post-sales service Help after the sale: helplines, servicing, training.</p> | <p> E-commerce Buying and selling goods and services online.</p> <p> Word of mouth Customers telling others about their experience.</p> |
|---|---|

 What you need to know

Good service runs before, during and after the sale.

1. Methods of good customer service

Good service runs through the whole sale. Before the sale, staff use **product knowledge** to advise. During the sale, **customer engagement** creates a positive experience. After the sale, **post-sales service** — helplines, servicing and user training — keeps the customer happy.

“Good customer service means support before, during and after the sale.”

2. Benefits and dangers

Benefits of good service

- ✓ More customer satisfaction and loyalty.
- ✓ Customers spend more and return.
- ✓ Higher profitability.

Dangers of poor service

- ✗ Dissatisfied customers who do not return.
- ✗ Poor reputation via word of mouth.
- ✗ A reduction in revenue.

3. ICT and customer service

Advances in ICT have changed how businesses serve customers. **Websites** and **e-commerce** let customers order online at any time, and **social media** allows fast responses to queries and complaints, improving engagement. The risk is that negative comments on social media are public and spread quickly.

 Test yourself

Cover the answers below, answer Q42–Q50, then check.

Q42 What is customer service?

Q43 Give one example of good customer service before a sale.

Q44 Give one example of post-sales service.

Q45 Give one benefit of good customer service.

Q46 Give one danger of poor customer service.

Q47 How can good customer service increase profitability?

Q48 Give one way ICT has improved customer service.

Q49 How can social media improve customer engagement?

Q50 Give one risk of using social media for customer service.

ANSWERS

A42 Support and assistance provided before, during, and after a sale.

A43 Product knowledge or advice.

A44 Helplines, servicing, user training.

A45 Increased customer loyalty.

A46 Damage to reputation through negative word of mouth.

A47 Customers spend more and return.

A48 Online ordering through websites.

A49 Fast responses to queries and complaints.

A50 Negative comments are public and spread quickly.