



## **The Importance of Quality Customer Service in the Workplace**

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Businesses do not exist without customers. Catering to the needs of the client is key to customer retention. To provide excellent customer service, a culture of serving clients must permeate throughout the organization. When all employees understand that pleasing clients is connected to the success of the business, they will take the initiative to create a superior customer experience.

### **Customers Are Brand Ambassadors**

Clients talk about their experiences with companies, both positive and negative. An organization's attitude of serving customer needs eventually affects the training of front-line employees and the effort they put forth to keep customers happy. Happy customers share their experiences with friends and colleagues, which increases business over time.

### **Customers Are Brand Loyal**

When clients spend money, they are likely to return to a business they know and with which they have a positive association. Quality customer service is therefore directly linked to client retention. Ultimately, all employees should be focused on enhancing customer loyalty. Simply stated, if customers have a positive customer experience, they come back; if they don't, they move on to a competitor.

### **Quality Service Is the Competitive Advantage of Small Businesses**

Small businesses have fewer opportunities to provide value to customers compared to large-scale organizations that can offer cheaper prices based on volume and a larger selection of goods. High-quality service can be a niche area of advantage for a small business when customers are looking for an ongoing relationship with a retailer or for a creative shopping experience.

### **Customers Tell You What They Want**

Ultimately, developing a positive relationship with customers through high-quality service benefits your business because you have access to the best kind of market research: Your clients will tell you directly what they want. Listening to clients gives you the opportunity to change your product or service to satisfy clients before they abandon your company in favor of a competitor.