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Good customer care services satisfy customers and improve sales by Annphilip

Article published on January 24th 2012 | Business

Demand is the backbone of any organization or any company's growth. If demand exceeds supply that means the company is growing fast and it has more heights to achieve. So the growth of a company depends on the demand of its products and services. In total we can say if a customer is satisfied with a company's product or service, he will spend hundreds and even thousands of dollars per year with a company. This is one of the reasons behind the companies to have a separate department to handle customer care services. This wing helps the company to make contact with its customers.

When customers are willing to spend on products or services, they also expect the company's customer department to solve their problems. Most of the companies will contact the customers over the phone or by sending an e-mail. The companies dealing with telecom products, software or cable services have to communicate with their customers regarding the technical problems or queries related to their products. When companies call customers using phone services from providers like FiOS Digital Voice and try to maintain a better relationship with them, some other day they will approach the company for their needs. So it is essential to maintain a better relationship and communication with both the existing as well as the prospective customers. Any failure in this regard can pave the way for losing both the existing customers and the potential customers. As success of every business relies on the customer satisfaction, we have to please them by showing good telephone etiquettes' with key concentration on better and prompt service.

How good customer services influence a company? A company with good customer base will get more business. When a company gets more orders or business, the firm starts growing and when the firm starts developing it will find more ways to diversify its business, thus the step by step development of a company directly or indirectly favors a customer in getting more products or more types of services. So everything starts from the customer's needs and ends with customer's satisfaction.

How can we measure the performance of two telecom companies with similar products and almost similar prices? As both companies are giving the same service to people, we can measure those two companies performance for a certain period by taking into account of their customer base. The company with larger customer base will be giving better service in comparison with the other. Consequently, that company will get more profit and more business. Similarly, bad customer service will take way the business of a company and consequently the company will move into losses. So maintaining a quality customer service can really pay overtime.

When customer feels that he is getting a good service from a company, he will try to retain it and sometimes share his good experience with two or three people. In this way, good customer service can improve or promote a company's business. As people's mentality is like, if we experience something good then we will try to share it with two or three people and when we experience something bad then we will tell it to some ten to twelve people. So when good customer service improves customer base very gradually, bad customer service take way more than that within no time.

As a good customer service representative, the first thing you should do is to collect the customer's primary information. When you have basic customer service skills and general information about the customer, then you can easily satisfy a customer. If a customer is satisfied with your service then he will make repeat purchases of your goods and services and ultimately you can gain profits.

In order to improve the customer base to increase the sales we have to provide them free customer helpline, answer their questions via e-mail or digital voice, follow up sales with a courtesy call, offer discounts to existing customers and send them reminders when the service is in due. So, good customer service will satisfy customers. And satisfied customers will contribute to ones business for many years, through their purchases, recommendations and referrals.

Article Source:
http://www.articleside.com/business-articles/good-customer-care-services-satisfy-customers-and-improve-sales.htm - Article Side

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As a freelancer, Ann is interested in writing about companies and its various departments. She collects information related to different companies and their work mode by calling helpline services from her land phone connected to a FiOS Digital Voice.

Article Keywords:
fios phone, fios digital voice, fios deals

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