

Small Business Center at Forsyth Tech

“Increasing Business Success”



If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for free information, including small business seminars and one-on-one counseling.

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Customer Service Essentials

Many businesses understand the importance of customer service. It is one of the most important aspects of any business. If customers are not satisfied with service, they may use another business in future. They may also voice their complaints to others. This may result in a significant reduction and even business failure. Among other things, here are a few important aspects of good customer service:

- Good Attitude
- Conflict Resolution
- Knowledge of Customers
- Timeliness

RREV (your engines!!!) is a catchy way to remember the essentials of customer service:

- Responsiveness - We must effectively and quickly respond to customer concerns and questions.
- Relationship - We must connect with our customers and seek to win them for the long term
- Experience - We must create memories that our customers want to enjoy and tell others to do the same.
- Value - We must create memories that our customers want to repeat and tell others to do the same.

Customer Service is the process of delivering the value of a product or service to customers. We must build relationships with customers and seek to understand their needs. We must satisfy their needs and wants and build long term relationships.

Remember to *RREV* your engines!!!

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