

Exceptional Customer Service – The Key to Success in Business

By Mary Judge

Virtually Working For You is pleased to announce the launch of The Site For Customer Service. I have “partnered” with my husband Bill to create a site dedicated to Customer Service. Bill has a lifetime of experience in serving customers, from his High School days as a sales clerk at local Building Centres to a career in Hospitality after College to the last 20 years as a Customer Service Specialist in various Industries.

The mission of The Site For Customer Service is to be a resource for all things related to providing Exceptional Customer Service. The Site is intended to be a one stop destination for Customer Service Professionals (& others) looking to enhance their skills & knowledge and to improve their Customer Service focus.

More than ever before exceptional customer service should be of prime importance, a key focus for companies conducting business in the world today. With Global markets in most industries, any advantage that a company can leverage will relate to profitability. We can enter new markets or compete in old ones but in order to retain customers and drive sales, we need to provide that “exceptional” customer service experience.

One main focus of a business’s customer service plan can be in building relationships with its customers. That relationship can be built over time by providing consistent and top notch service. Developing a relationship of honesty, trust and integrity is the most important part of exceptional customer service. Following through on your commitments and doing the best that you can in meeting the customers’ needs are important in realizing the goal of customer satisfaction.

There are, of course, many more key focus points that can be addressed in providing that Exceptional Customer Service experience. What we wish to do is provide our customers with the tools that will help them grow and develop their focus. We have brought together in this site a number of resources in various formats that will help do just that.

We invite you to explore the Site at www.thesiteforcustomerservice.com and let us know what you think. We also ask you to help us with the launch of the Site by passing it along to your network of business contacts.