A BUSINESS’S GAME CHANGER  
Written by: Karen M. Macalinao  
Administrative Assistant III  
SDO-Bataan

The life of a business are the customers and religiously attending to their needs is one of the most effective strategies for customer retention. No matter how well a business is when it comes to advertising, quality customer service still makes a great impact to retain and attract more customers. Excellent service does not only come with superb products or services but also with proper handling of complaints, problems and questions raised by the customers.

Sherman (2019) said that having great products at desirable prices will never be enough if the frontline employees are rude and unhelpful. In an interview conducted, he revealed that 68% of customers said that poor customer service is a deal breaker. It is also one of the ways to increase sales because if the customers have experienced a promising service, there is a bigger chance that the business will be referred to others through word of mouth.

Further, good customer service can actually save money. Instead of spending money to attract new clients through advertisements and hiring people to market a business, it is much better retaining established customers which is cheaper and more cost effective. Having established and regular customers generates positive word-of-mouth and person-to-person recommendations. If a business is known to have long-term customers, many people will be convinced that customers are valued.

This also works for a public service. Working in government institutions requires patience and commitment because government employees are more likely to receive complaints from the clients due to slow process of services. However, customer service can be of great help to at least ease down the stress caused by hassles. A well-done service can promote harmonious relationship between the employee and the customer which lessens misunderstanding, conflicts and other more serious problems.

As stated by Gregory (2019), customer feedbacks should be taken into consideration because those are useful to improve customer service processes. Through checking feedback and reflecting on it, areas that need improvement will be identified which opts the employees to have some adjustments or changes in their service. Once quality customer service was established and clients became used to it, there is an assurance that the business will be referred to other people.
Excellent service results to a healthy and less-stress workplace because there will be no burden or draining encounters with customers. It also saves time because arguing does not have a place in an institution, organization or business that has quality customer service. It might be hard to please others, but it is rewarding to establish an impression that will attract more customers. There is also a satisfaction on the part of the employers because they know that they have done something that will be remembered by the customers.

Hence, it can be one of the most challenging jobs because sometimes, dealing with other people can be both draining and frustrating. It takes a lot of energy to keep on going. There is a satisfaction if the kind of service rendered is appreciated, cherished and praised by others. If there is one thing that an employer may have when they receive positive feedbacks, that is having self-fulfillment and there is nothing more rewarding than having self-satisfaction for a job well done.

References:
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