Customer service is at the core of any successful business, as it provides an incentive for customers to come back. Bringing in new customers is great, but won't keep a business profitable for long if those customers don't come back for more—and they will only do this if they are happy. If they are happy, they will do your marketing for you, spreading the word and bringing in new customers. (boundless.com)

Like in any organization, be it in Business Process Outsourcing (BPO) or Education in Public and Private sector, the call for delivering quality customer service is at stake. In private BPO, customers will do transaction if they feel they were given importance and put premium on them same is through in government institution, wherein public individual who does transaction in public wants to be satisfied by the quality of services an organization could give and extend.

According to an article entitled “Delivering Excellent Quality Service,” maintaining a consistently high level of customer service is a challenge for any company. In order to continuously exceed customer expectations, service firms must recognize that every aspect of their business has an impact on customer service in some form, not just those aspects of their business which involve face-to-face customer contact. It comes across in a business and its employees’ attitude, customer treatment, and approach to customer service.

By providing quality services to our customers, we must respond to their needs and take action on their request because if we do, it shows that we really care about serving; it gives us and the team as well a source of pride and confidence; and overcomes defensiveness while gaining acceptance.
In like manner, if customer has complaint, entertain them, do not ignore them, just like what Stew Leonard says, “The customer who complains is my best friend.” GC Morale Management Training cited general guidelines for handling complaints such as: seek out and welcome complaint; take every complaint seriously; involve people in the resolution of the complaint; and handle complaints as a team.

On a personal note, we can only win a customer if we know what we are doing, love what we are doing, and believe in what we are doing, by doing such we can be totally sold on the services that we offer. The ultimate satisfaction of the customer is the driving purpose of our existence as public servant and always bear in mind that the customer’s judgement is the ultimate measure of service quality and this can only be achieved if we break barriers in the delivery of services that we do daily through delivering quality customer service.

REFERENCES:
https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/services-marketing-6/service-quality-51/delivering-excellent-service-quality-256-10618/