

Academic Skills (LCLM4001_LON)

The importance of customer service for business success

Customer service refers to the satisfaction and corporate performance in the service sector. Customer service can be the critical difference between company success and failure because of the increasing intensity of competition in a number of sectors. A business' customer service performance quality can be measured by its profit inquiry, customer satisfaction survey responses and the number of reports written in the report book. All these forms of customer feedback allow companies to gain an understanding of the quality of their customer service and how to improve customer experiences.

The success of a business service requires a sustainable management process that has well structured strategies to follow in order to be successful in the business sector and make profit. For example, managing business service needs skills, knowledge, resilience, planning and communication etc, all of which help companies to improve their services in order to be more successful and develop goals in their business services; In other words, business organisations need to conduct core operations, provider efficiency and deliver value to customer service. This is vital to maintain positive feedback and further develop the business. In business management every company needs marketing services to expand the product, clarify and make people know about the purpose of your business to increase public interest and attract clients; For example, using social media platforms such as instagram, facebook tiktok to show and help your customers understand the company ideas and build a good relationship with clients.

Business companies have rules in place for the overall improvement of the company; for example, discipline for all employees to be punctual, deliver good customer service, maintain hygiene, respect others, and hold regular staff meetings and

training to discuss company strengths and weaknesses. etc which help the company grow and succeed. According to Berry (1995).

Relationship marketing of services—growing interest, emerging perspectives

<https://journals.sagepub.com/doi/full/10.1177/1094670519896422#bibr8-1094670519896422>

The role of the sales-service interface and ambidexterity in the evolving organization: A multilevel research agenda