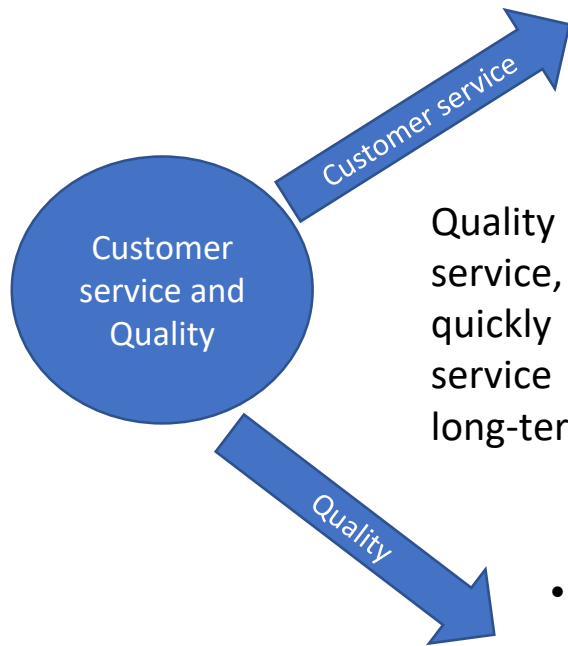




Introduction

www.academia.utp.ac.pa/humberto-alvarez/customer-service



- The assistance and advice provided by a company to those people who buy or use its products or services.
 - Customer: a person or organization that buys goods or services from a store or business.
 - Service: the action of helping or doing work for someone.

Quality customer service entails providing efficient, quick and **friendly** service, building strong relationships with customers, handling complaints quickly and responding to customers' issues on time. Quality customer service is the best way to keep customers coming back, thus ensuring long-term success.

- The standard of something as measured against other things of a similar kind; the degree of excellence of something.
- A distinctive attribute or characteristic possessed by someone or something.

Why this class?

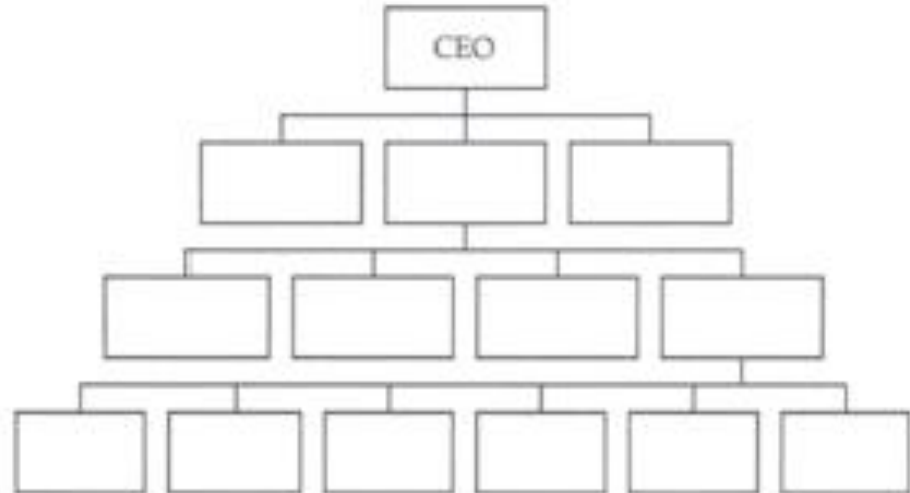
- Because a company's success and continuance depend on customer retention and this can only be achieved by rendering quality services .
- Because 70% of the reasons why a customer decides to change a supplier is due to service problems .
- Because it is much more expensive to attract a new customer than to keep a current one .
- Because when companies offer the same products and count with the same infrastructure, they can only get a competitive advantage through a continuous improvement of the service .

Why this class?

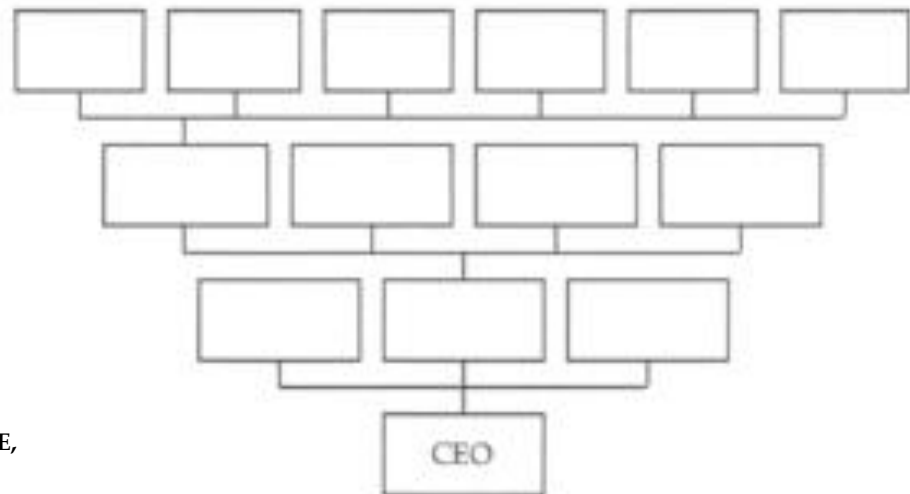
- It is necessary to understand these concepts and to apply them.
- The staff that interacts with the customer on a daily basis is the image of the company.
- Staff's skills, courtesy and service attitude make the customer build an opinion about the company's service quality.
- These are the most important positions in a company because they are the ones which must satisfy the customer .

Views of the organization

THE TRADITIONAL PERSPECTIVE



THE CUSTOMER-SERVICE PERSPECTIVE





survey-noreply@outbound.research.net en nombre de contact



Responder a todos | v

Hoy, 11:06 a.m.

Humberto R. Alvarez A., Ph. D. v

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