

Customer Service



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Customer service is the process of ensuring customer satisfaction with a product or service. Often, customer service takes place while performing a transaction for the customer, such as making a sale or returning an item. Customer service can take the form of an in-person interaction, a phone call, self-service systems, or by other means, [Investopedia.com](https://www.investopedia.com). Customer service can also be defined as the process for providing competitive advantage and adding benefits in order to maximize the total value to the customerâ€™#157;

Builds a positive reputation for an organization - Good customer service helps a company build a positive brand reputation. Customers like to be treated like kings, when this is done, your organization gets positive reviews.

Good customer service opens doors for great business opportunities - A good customer service opens doors for great partnerships and other business opportunities.

Increases sales - Good customer service division deals with customer inquiries about products and services, complains among others. How effective the customer service department is in handling customer inquiries and complaints would substantially determine the success of the sales department.

Good customer service leads to numerous benefits. It has a massive impact on returning customers and new customers so the standard must be high to retain and enlarge your customer base.

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