

Level 2 Customer Service Practitioner

Excellent customer service is required in every industry and could have an impact on your business on a daily basis. Any company that provides a product or service for their customers require substantial people skills. Avoid complaints and gain repeat business.



“CUSTOMER SERVICE IS THE BACKBONE OF ANY INDUSTRY

The role of a Customer Service Practitioner is to deliver high-quality products and services to the customers of their organisation.

The core responsibility will be to provide a high-quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's locality. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, aftercare, service recovery or gaining insight through measuring customer satisfaction.

A Customer Service Practitioner may be the first point of contact and work in any sector or organisation type.

PROVIDING GOOD CUSTOMER SERVICE IS ESSENTIAL



HAPPY CUSTOMERS ARE MORE LIKELY TO TELL THEIR FRIENDS

Happy customers who get their issue resolved tell about 4-6 people about their experience. – *White House Office of Consumer Affairs*



BUT A SINGLE UNHAPPY CUSTOMER OFTEN MEANS THAT THERE ARE MANY MORE

For every customer who bothers to complain, 26 other customers remain silent. - *Lee Resource Inc*



EXCELLENT CUSTOMER SERVICE OBTAINS YOUR REVENUE

Businesses that deliver better customer experiences obtain revenues between 4% and 8% above their market. - *Bain & Company*



CUSTOMERS SPEND MORE MONEY

55% of customers are willing to spend more money with a company that guarantees them a satisfying experience. - *ThinkJar*

