A man wearing a headset and glasses is sitting at a desk in a call center. He is giving a thumbs up gesture. In the background, other call center agents are visible at their desks. A large black text box is overlaid on the image.

# 3.4 Good customer service Flash Cards



# 3.4 Methods of good service



# Methods of good service

- Product knowledge – It is important employees know the product knowledge so they can match the right product to the right customer.
- Customer engagement
- Post sales service

A woman with curly hair and glasses, wearing a yellow shirt, is standing behind a glass counter. She is holding a black payment terminal. A woman with long blonde hair, wearing a grey sweater, is standing in front of the counter, holding a card to the terminal. The background shows a brightly lit room with a dental or medical examination light fixture and a framed picture on the wall.

# Benefits of good customer service

A woman with curly hair, wearing glasses and a yellow top, is standing behind a glass jewelry counter. She is looking towards a customer, a woman with long blonde hair wearing a grey sweater, who is reaching out towards the counter. The background shows a jewelry store with various items on display.

## Benefits of good customer service

Increased customer satisfaction, which increases loyalty, positive reviews and brand image. This increases revenue and then profitability.

A woman with dark hair pulled back is looking directly at the camera. She is holding a blue sign with white text that reads "SORRY, We are CLOSED". The sign is partially obscured by a black rounded rectangle containing the text "Drawbacks of poor customer service". The background shows a store interior with shelves of woven baskets and plants.

Drawbacks of  
poor customer  
service

*SORRY, We are*

**CLOSED**

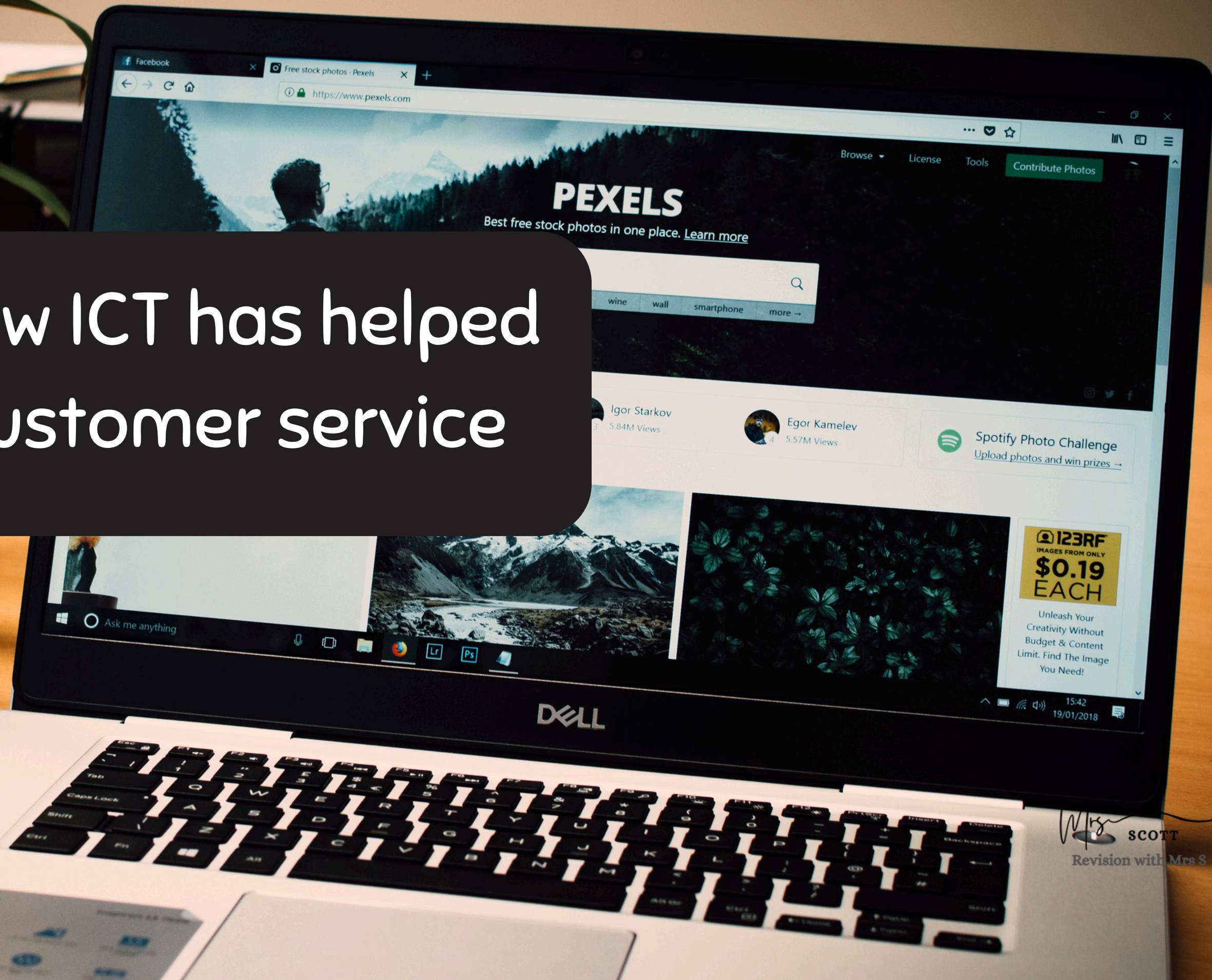
# Drawbacks of poor customer service

Dissatisfied customers  
Negative reviews, leading to a  
poor reputation and  
reduced revenue

*SORRY, We are*

**CLOSED**

# How ICT has helped customer service



# How ICT has helped customer service

Websites to help give information.  
E-commerce to help businesses sell online.  
Social media to help businesses promote their product.