



3 R's of Customer Service

Your Customer Service organization is one of your most influential tools in keeping customers loyal. The 3 R's of Customer Service need to be the fundamental elements of your customer service strategy. In this day of social media, customers are doing their research before they make a purchase. That research comes from the testimonials and reviews that your customers are providing about you online. Happy customers are your best marketing tool.

What is Customer Service?

In order to appreciate the 3 R's of Customer Service, you must start with an understanding of what is customer service. Customer service is defined as "the assistance and advice provided by a company to those people who buy or use its products or services". This may take many forms such as professional services, technical support, operational support, training, installation and implementation to name a few. Simply put, it is taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's needs are met.

In many industries, customer service is one of the deciding factors for which company a customer will choose. This is especially true in markets that are saturated and highly competitive. The types and quality of your services can set you apart from your competition, and even justify charging more.



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The 3 R's of Customer Service

The 3 R's of Customer Service are the fundamental building blocks of a good customer service strategy. They don't represent "what" services you provide. They are at the core of "how" you provide your services. They are: Response, Resolution and Relationship.

Response

Most experts will tell you that communication is essential for any good relationship. This is true with your relationship with your customers. To be an effective communicator, you have to listen. Listen not only to what your customer is saying, but also what they are not saying. These unstated needs may be more important than the stated ones. After you listen to what your customer is saying, and not saying, acknowledge what you have heard and understood, then respond to the need with a sense of urgency.

Resolution

Once you understand what your customer needs, you must provide a resolution. That resolution could be quick, such as correcting a technical issue. Or, it could involve something longer term, such as developing a new service. The important thing to remember is that the customer must see some sort of action after they express their need. Be sure to share your plan with the customer and ask for feedback, after all, it is their need that you are addressing.

Relationship

Relationships come in all shapes and sizes. They can be short term or long term. A relationship may last for many years, or just the duration of a phone call. It is important to know your customer. The better you know your customer, the more likely they will trust you and share their needs. Without this trust and sharing, they are likely to not be loyal. It is important to be honest with your customer. Being proactive and setting expectations will maintain a solid relationship with your customer.

Responsibility

You might think that "Responsibility" makes four R's...not exactly. Responsibility is at the core of each of the three R's. Customers expect you to be accountable for your services. Once you understand the customer's need, you must take ownership of the challenge and resolution.

Summary

Your Customer Service organization is the face of your company. They will have the most contact with your customers. Because of this, your reputation depends on them. Your Sales and Marketing organizations work hard to bring new customers to your company. Your Customer Service team will be one of the key deciding factors in whether they stay. Remember: ***When all things are the same...Customer Service is the difference.***

To learn how to implement the 3 R's of Customer Service in your company or other services that Ap Rhys Solutions provides, please visit our website: www.aprhysol.com. Or, you can contact us at (214) 254-4020 or send us an email at solutions@aprhysol.com.