

Customer Service – whose job is it anyway?

BY NEWCHAPTERLEARNING



Whose job is it to deliver customer service?

When asking people to consider the question of responsibility around delivering customer service, it can be all too easy to see the task as purely the responsibility of only those staff who have direct contact with customers. This is a very simplistic view of what customer service is all about – and very wrong!

Let's look at this question in a different way. What if customer service was a clock?

A traditional clock serves the purpose of telling the time. However, the only element of the clock to do this is the face of the clock itself. How effective would the clock be if the cogs that turned the hands were broken, or the battery was dead?

It's the same with customer service. The members of staff who face into the customer directly have a key role to play in the delivery of great service. They are the face of their business, the face of the clock! However, without efficient processes and people to support those same staff in delivering to the customers' needs the efficient working of that business, then the overall customer service would very soon be degraded. Just like a clock with no cogs, it can't deliver its service to the customer.

If you're not already in a direct customer facing role ask yourself this question – **how do I deliver customer service?**

And I'm sure you'll find you're one of those all-important cogs making sure your business is telling the right time!

New Chapter Learning – Giving Your Customers a Reason to Love You.

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