

# Customer service

[Business](#), [Customers](#)



Purpose: The purpose of customer services is to enhance the level of customer satisfaction. Specific Purpose: It is my belief that customer service is absolutely what defines bad companies, good companies and great companies over the long run.

Central Idea:

## I. Introduction

A. Gain and maintain audience attention. Seth Godin's says, " The best measurement of customer service is whether, after the interaction, the customer would recommend you to a friend. Time on the line, refunds given or the facts of the case are irrelevant. The feelings are all that matter, and changing feelings takes humanity and connection, not cash." B. Arouse audience interest- relevance. You should listen to my speech because C. State purpose and thesis. D. Establish your qualifications- credibility. I am qualified to speak on this because I worked with customer's service through retailing and telemarketing. Fact I know people in the world is usually do not have the best attitude. It's your job as a sales rep. to still make satisfaction to the customer. E. Forecast development and organization of your speech- State central idea.

## II. Body

A. Main Idea- The actual idea of customer service is give the customer the same satisfaction of service you will want from another sales rep. B. Listen and understand your customers. Let your customer talk and show him that you are listening by making the appropriate responses, such as suggesting how to solve the problem. C. Deal with complaints and be helpful. No one

likes hearing complains. You can't please people all the time, but if you give the complaint your attention, you may be able to please this one person this one time.

### III. Conclusion.

A. Re- state main points for emphasis. All in all, having a satisfaction of customer service, listening to the customer, and also dealing with the complaints and being helpful is good customer care. B. Concluding statement.