

Leadership in customer service

Business, Management



Top organizations such as Southwest Airlines realize the importance of concentrating on customers and staff members and this focus leads to the way success is measured and managed. He further states that the managers need to satisfy employees who will result in an increase in satisfaction and loyalty of customers. The article further states that satisfaction of employees will lead to retention of employees which is the top priority of world-leading organizations. The article even states that if managers are able to satisfy customer needs, they will be able to retain customers and repeat purchases will arise. The leaders need to realize the importance of customer retention as customer retention will result in favorable referral activity which will result in the growth of the organization and the organization's customer base. The article exhibits a diagram that depicts the service-profit chain, the diagram depicts that an organizations revenue increases due to loyal customers, loyalty is caused and increased through customer satisfaction, satisfaction has a direct relation with the quality of goods and services and quality of goods and services are created by satisfied employees.