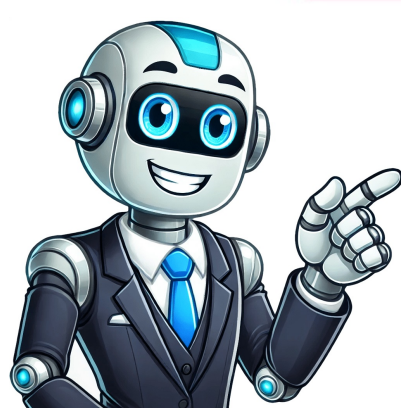


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Customer service is a grueling job. It's a test of your resilience every day. It requires you to field all incoming queries from disgruntled customers with patience, empathy, and grace, all while trying to be a model professional when representing your organization. I'm out of breath just talking about it. I'd say customer service is like a window into any organization. It tells you a lot about the people running the business. A well-oiled customer service team that's out to ensure their customers have all the help they need is indicative of an organization that has their priorities right. So yes, it's a challenging job, but the work you're doing is important not just from a business perspective but because you're helping people get the most out of the money they've invested in your product/service. You're helping others achieve their own goals. In this article, I've hand-picked and put together 57 customer service quotes that will inspire you and remind you of the impact you create with your work, on difficult days. If you like any of these, I'd suggest printing them out and hanging them up by your work station! Table of Contents 1. "If you make a sale, you can make a living. If you make an investment of time and good service, you can make a fortune." – Jim Rohn, entrepreneur and author 2. "To earn the respect (and eventually love) of your customers, you first have to respect those customers. That is why Golden Rule behavior is embraced by most of the winning companies." – Colleen Barrett, Southwest Airlines President Emerita Recommended Read: 5 Real-Life Scenarios of Legendary Customer Service 3. "Always keep in mind the old retail adage: Customers remember the service a lot longer than they remember the price." – Lauren Freedman, author and retail veteran 4. "The more advocates you have, the fewer ads you have to buy." – Dharmesh Shah, co-founder and CTO of HubSpot 5. "No matter how hard you try or how much you spend, your brand can't be any better than what your customers experience." – Mike Wittenstein, CX leader, founder at Storyminers 6. "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." – Maya Angelou 7. "At any given time in your interaction with the customer, simply ask yourself this question: Is what you are doing right now going to get the customer to come back next time?" – Shep Hyken, author and keynote speaker 8. "Customer service shouldn't just be a department, it should be the entire company." – Tony Hsieh, former CEO of Zappos 9. "If the shopper feels like it was poor service, then it was poor service. We are in the customer perception business." – Mark Perrault 10. "Building a good customer experience does not happen by accident. It happens by design." – Clare Muscutt, founder and CEO of Women in CX 11. "Customer experience is the next competitive battleground. It's where business is going to be won or lost." – Tom Knighton 17. "Customers don't care about your policies. Find and engage the need. Tell the customer what you can do." – Alice Sesay Pope, VP, Global Device, Digital and Alexa Support (D2AS) 18. "It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages." – Henry Ford 19. "Being on par in terms of price and quality only gets you into the game. Service wins the game." – Dr. Tony Alessandra, author and business expert 20. "To give real service, you must add something which cannot be bought or measured with money, and that is sincerity and integrity." – Douglas Adams, author 21. "Customers don't expect you to be perfect. They expect you to fix things when they go wrong." – Donald Porter, former VP of British Airways 22. "The key is to set realistic customer expectations, and then not to just meet them, but exceed them—preferably in unexpected and helpful ways." – Richard Branson, founder of Virgin Group 23. "The goal as a company is to have customer service that is not just the best, but legendary." – Sam Walton, founder of Walmart and Sam's Club 24. "Courteous treatment will make a customer a walking advertisement." – James Cash Penny 25. "It takes months to find a customer, seconds to lose one." – Vince Lombardi 26. "Do what you do so well that they will want to see it again and bring their friends." – Walt Disney 27. "Two important things are to have a genuine interest in people and to be kind to them. Kindness, I've discovered, is everything." – Isaac Bashevis Singer and author 28. "Make every interaction count, even the small ones. They are all relevant." – Shep Hyken, author and keynote speaker 29. "Although your customers won't love you if you give bad service, your competitors will." – Kate Zabriskie, President of Business Training Works 30. "Rule 1: The customer is always right. Rule 2: If the customer is ever wrong, re-read Rule 1." – Stew Leonard, founder of Stew Leonard's 31. "You don't earn loyalty in a day. You earn loyalty day-by-day." – Jeffery Gitomer 32. "It's not the customer's job to know what they want." – Steve Jobs, co-founder of Apple 33. "Thank your customers for complaining and mean it. Most of us never bother to complain. They'll just walk away." – Marilyn Suttle 34. "Every company's greatest assets are its customers, because without customers there is no company." – Michael LeBoeuf 35. "When the customer comes first, the customer will last." – Robert Half 36. "Customer experience is not about creating a team of superheroes...their superpower is that they're embedded within an organization that sets the right policies and gives the right tools." – Greg Melia, CEO at CXPA 37. "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." – Warren Buffett, CEO of Berkshire Hathaway 38. "Your most unhappy customers are your greatest source of learning." – Bill Gates, former CEO of Microsoft 39. "People just want things fixed quickly...at the end of the day they just want to get back to work." – Marti Clark, Senior Program Manager at Salesforce 40. "We have a mantra, 'don't be evil,' which [means] to do the best things we know how for our users, for our customers, for everyone." – Larry Page, CEO of Alphabet (parent company of Google) 41. "Customers are never actually personally angry at customer service professionals. They're angry at the company, the product, or the situation in which they find themselves. Even when they say hurtful things, it's not because of who you are as a person at the end of the day." – Maria Britton, CEO of Trade Show Labs 42. "It's very important to have a feedback loop, where you're constantly thinking about what you've done and how you could be doing it better." – Elon Musk, CEO of Tesla and founder of SpaceX 43. "One customer well taken care of could be more valuable than \$10,000 worth of advertising." – Jim Rohn, entrepreneur and author 44. "Support leadership deserves a seat at the table, period. We've been conditioned for so long to believe that what the customer really values is being listened to, but that's not true. The customer really values being heard. Because of that, we accept that we're not listened, and we lack the question why, and we lack the question why." – Sarah Camlin, VP of Customer Success at DMSimple Recommended read: Why Customer Support Needs a Seat at the Table 45. "The most important thing in communication is hearing what isn't said." – Peter Drucker 46. "Sales without customer service is like stuffing money into a pocket full of holes." – David Tooman 47. "Take care of your customers, and your customers will take care of your brand." – Amit Sarda, business and CRM consultant 48. "Excellent firms don't believe in excellence – only in constant improvement and constant change." – Tom Peters 49. "Face the simple fact before it gets involved. Solve the small problem before it becomes big." – Lao Tzu, Philosopher 50. "Words of comfort, skillfully administered, are the oldest therapy known to man." – Louis Nizer, lawyer 51. "Goodwill is the only asset that competition cannot undersell or destroy." – Marshall Field 52. "Our greatest asset is the customer! Treat each customer as if they are the only one!" – Laurice Leitao 53. "Profit is the applause you get for taking care of your customers and creating a motivating environment for your employees." – Anonymous 54. "The reason it seems that price is all your customers care about is that you haven't given them anything else to care about." – Seth Godin, author and entrepreneur 55. "What it comes down to is treating each and every interaction the way you would if a good friend were calling and asking for help. You'd go that extra distance to make sure they have what they need." – Nicole Saunders, director of community at Zendesk 56. "Empathy and an open ear will take you a long way. Try to tune in to your customers and really understand what they need. Meet the customer where they are." – Zeenah Abouchellah, senior customer success manager at UserVoice 57. "Customer service is not a department, it's an attitude!" – Anonymous I hope that reading these quotes has fired you up to do the best you can at work. If there's one thing I'd like to add to this, it's that when you actually work hard and try, the results you get, whatever they may be, are very rewarding. Again I reiterate, customer service is a challenging job, but it's worth it. And that's because the burden of ensuring that the customer is happy and that their service is well received is on you. There's no small feat. Provision of service to customers A DMV driver's license renewal paperwork. Customers are the assurance and advice provided by a company to those who buy or use its products or services, either in person or remotely. Customer service is often practiced in a way that reflects the strategies and values of a firm, and levels vary according to the industry.[1] Good quality customer service is
usually measured through customer retention. Successful customer service interactions are dependent on employees "who can adjust themselves to the personality of the customer".[2] Customer service for some firms is part of the firm's intangible assets and can differentiate it from others in the industry. One good customer service experience can change the entire perception a customer holds towards the organization.[3] It is expected that AI-based chatbots will significantly impact customer service and call centre roles and will increase productivity substantially.[4][5][6] Many organisations have already adopted AI chatbots to improve their customer service experience.[6][7][5] The evolution in the service industry has identified the needs of consumers. Companies usually create policies or standards to guide their personnel to follow their particular service package. A service package is a combination of tangible and intangible characteristics a firm uses to take care of its clients.[8] Main article: Customer support Customer support is a range of consumer services to assist customers in making cost-effective and correct use of a product.[9] It includes assistance in planning, installation, training, troubleshooting, maintenance, upgrading, and disposal of a product.[9] These services may even be provided at the place in which the customer makes use of the product or service. In this case, it is called "at home customer service" or "at home customer support." Customer support is an effective strategy that ensures that the customer's needs have been attended to. Customer support helps ensure that the products and services that have been provided to the customer meet their expectations. Given an effective and efficient customer support experience, customers tend to be loyal to the organization, which creates a competitive advantage over its competitors. Organizations that employ a complaint resolution process that is effective and efficient can reduce the cost of customer support. Customer support may be provided in person (e.g. sales / service representatives) or by automated means (e.g. chatbots, websites, and apps). An advantage of automation is that it can provide service 24 hours a day which can complement face-to-face customer service.[12] There is also economic benefit to the firm. Through the evolution of technology, automated services become less expensive over time. This helps provide services to more customers for a fraction of the cost of employees' wages. Automation can facilitate customer service or replace it entirely. A popular type of automated customer service is done through artificial intelligence (AI). The customer benefit of AI is the feel for chatting with a live agent through improved speech technologies while giving customers the self-service benefit.[13] AI can learn through interaction to give a personalized service. The exchange the Internet of Things (IoT) facilitates within devices, lets us transfer data when we need it, where we need it. Each gadget catches the information it needs while it maintains communication with other devices. This is also done through advances in hardware and software technology. Another form of automated customer service is touch-tone phone, which usually involves IVR (Interactive Voice Response) a main menu and the use of a keypad as options (e.g. "Press 1 for English, Press 2 for Spanish").[14] In the Internet era, a challenge is to maintain and/or enhance the personal experience while making use of the efficiencies of online commerce. "Online customers are literally invisible to you (and you to them), so it's easy to shortchange them emotionally. But this lack of visual and tactile presence makes it even more crucial to create a sense of personal, human-to-human connection in the online arena." [15] An automated online assistant with avatar providing automated customer service on a web page Examples of customer service by artificial means are automated online assistants that can be seen as avatars on websites.[12] which enterprises can use to reduce operation and training costs.[12] These are driven by chatbots, and a major underlying technology to such systems is natural language processing.[12] The two primary methods of gathering feedback are customer surveys and Net Promoter Score measurement used for calculating the loyalty exists between a provider and a consumer.[1] Many outlets have implemented feedback loops that allow them to capture feedback at point of experience. For example, National Express in the UK has invited passengers to send text messages while riding the bus. This has been shown to be useful, as it allows companies to improve their customer service before the customer defects, thus making it far more likely that the customer will return next time.[17] Automated attendant Customer experience management Customer relationship management Customer satisfaction Customer Service Assurance Customer service representative Customer service training Demand chain Interactive voice response Live support software Privacy policy Professional services automation Public Services Sales Sales service system climate Service system Social skills Support automation Technical support Help desk software ^ Lucas, Robert (2015). Customer Service Skills For Success. New York: McGraw-Hill. ISBN 978-0-07-354546-2. ^ Buchanan, Leigh (1 March 2011). "A Customer Service Makeover". Inc. magazine. Retrieved 29 Oct 2012. ^ Teresa Swartz, Dawn Iacobucci. 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In: Neustein, A. (eds) Advances in Speech Recognition. Springer, Boston, MA. doi:10.1007/978-1-4419-5951-5_7 Retrieved from " It's easy for customer service staff to lose sight of the "why" behind their work. To help reenergize you and your team, we've compiled a list of 121 inspiring quotes on customer service from industry experts. We sourced words of wisdom from CX experts, customer service podcasts, and the blogs of industry movers and shakers to remind us of the importance of great customer service. We hope these quotes also provide insights into how you can
create outstanding customer experiences within your own company. After all, in the wise words of Sam Walton, "The goal of a company is to have customer service that is not just the best but legendary." Providing excellent customer service is the key that will unlock endless success for your business. Share these quotes with your team to keep them energized and excited about their work. 1. "Customers vote with their feet and decide if they will stay or leave based on their perception of how much we value them and how we treat them. And more are leaving every day just because of our inability to the basic blocking and tackling of delivering our products to them. Getting customers to love you has got to start with showing them the respect they deserve by making it painless and eventually a joy to do business with you." – Jeanne Bliss | Founder and CEO of Customer Bliss 2. "Send out a cheerful, positive greeting, and most of the time you will get back a cheerful, positive greeting. It's also true that if you send out a negative greeting, you will, in most cases, get back a negative greeting." – Zig Ziglar | Author, salesman, and motivational speaker 3. "It's important to have well-trained employees, but let us not forget: If you don't love your customers, they won't love you either. It's not just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours." – Ray Kroc | Former CEO of McDonald's 5. "Socially savvy, mobile-minded customers are the new black. NPS, revenues, and reputations will rise and fall according to how well organizations adapt to this challenge." – Martin Hill-Wilson | Owner of Brainfold Consulting 6. "In the age of the customer, executives don't decide how customer-centric their companies are – customers do." – Kate Leggett | VP and Principal Analyst at Forrester Research 7. 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