Seacole Company Spotlight:

How Customer Service Affects the Bottom Line!

National Customer Service Week is a weeklong opportunity to raise awareness of customer service and the vital role it plays in successful business practices and the growth of the U.S. economy. In a thriving free enterprise system such as ours, which provides consumers with a wide range of goods and services from which to choose, the most successful businesses are those that display a strong commitment to customer satisfaction. Today both foreign competition and consumer demands require greater corporate efficiency as well as productivity. If the United States is to remain a leader in the changing global economy, highest quality customer service must be a personal goal of every employee, business, and industry.

A business built on customer service understands and anticipates its customers’ needs. It designs goods and services to meet those needs and builds products that perform to customer expectations. It then packages them carefully, labels them correctly, sells them at a fair price, delivers them as scheduled, and follows up, as necessary, to satisfy the customer. This kind of commitment to service leads to customer loyalty and to genuine improvements at the bottom line.

A business will do a better job of providing high quality goods and services by listening to its employees and by empowering them with opportunities to make a difference. Customer service professionals work on the front lines where a firm meets its customers, where supply meets demand. With responsive policies and procedures, and with simple courtesy, customer service professionals can go a long way toward assisting the sales force, ensuring customer satisfaction, and eliciting the next round of orders and purchases.

Seacole is proud of the superior customer and technical service we provide, and we’re very excited about celebrating each of our employees and the contributions they make each day to “Think Service” all year! For more information regarding National Customer Service Week click here.