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Customer Service

Employability Skills

Module 11 - Customer Service

Customer

A customer is a person or organization that purchases goods or services from a business in exchange for money. Customers are the reason businesses exist, because without customers, there would be no sales, and therefore, no revenue.



Customer Service
[ˈkʌstəˈmər ˈsɜːvɪs]
The practice of providing existing and potential customers with support to enhance their satisfaction with the company and its products or services.

Customer Service

Customer service is the help and support a business provides to its customers, both before and after they buy or use a product or service. It involves things like answering questions, resolving issues, and generally making sure customers have a positive experience.

Why we need Customer Service?

Customer needs encompass the factors, requirements, and expectations that define a positive customer experience from the customer's perspective. Understanding and fulfilling these needs effectively is key to delivering exceptional service and building customer loyalty



CUSTOMER CARE VS CUSTOMER SERVICE

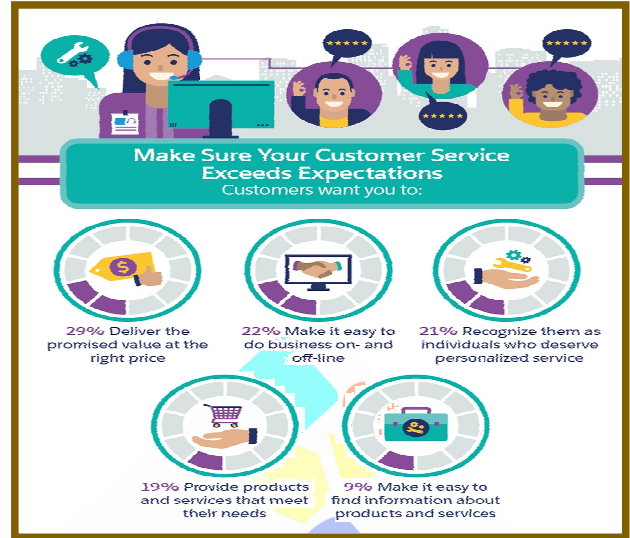
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Customer Service

Analyzing Different Types and Needs of Customers

Analyzing different types and needs of customers is essential for any business that wants to grow, stay competitive, and keep its customers satisfied.

Every customer is unique – with different preferences, expectations, and behaviors – and understanding these differences helps a business make smarter decisions.



Why is Customer Analysis Important?

Better Products and Services

- By knowing what different customers want, businesses can design or improve products to meet those specific needs.
- Example: A sportswear brand may design different shoes for runners, hikers, and gym-goers based on feedback and demand.

Personalized Marketing

- Different customer types respond to different marketing messages.
- Example: Younger customers may prefer social media ads, while older customers might respond better to email or phone.

Customer Retention

- Analyzing loyal vs. one-time customers helps a business develop strategies to retain existing customers, which is often cheaper than finding new ones.

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Customer Types & Needs:

Customer Type	Needs/Expectations
Price-sensitive	Low cost, discounts, value for money
Quality-focused	High-quality products, reliability
Convenience-seekers	Fast service, easy purchasing process
Loyal Customers	Rewards, appreciation, consistent quality
New Customers	Clear information, trust-building, onboarding

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Significance of Identifying Customer Needs and Responding Professionally

Builds Customer Trust and Loyalty

- Customers feel valued when their needs are understood and addressed politely.

Ensures the Right Solutions Are Offered

- Helps match the right product or service to the customer's actual requirement.

Increases Customer Satisfaction

- Quick, respectful responses lead to happier customers and positive feedback.



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Reduces Miscommunication and Conflict

- A professional approach avoids confusion and defuses tense situations.

Strengthens Long-Term Relationships

- Professional service creates a strong bond between the customer and business.

Boosts Business Reputation

- Good service is often shared through word-of-mouth and online reviews.

Provides a Competitive Advantage

- Great service sets a business apart from others offering similar products.

Encourages Repeat Business

- Satisfied customers are more likely to return and become loyal clients.

Significance of Maintaining Hygiene and Dressing Appropriately

Creates a Good First Impression

- Clean appearance and proper dressing help you appear professional, confident, and trustworthy from the start.

Promotes Health and Safety

- Good hygiene prevents the spread of germs and protects both you and others, especially in public or customer-facing roles.

Shows Respect for Others

- Being well-groomed and appropriately dressed shows you value and respect the people around you.

Boosts Confidence and Communication

- When you look and feel presentable, you communicate more confidently and effectively.

Meets Professional Standards

- Many workplaces have hygiene and dress codes; following them shows professionalism and responsibility.



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Customer Service

Assignment

1. What is the main goal of customer service?

- a) To increase product prices
- b) To reduce company expenses
- c) To ensure a positive experience for customers
- d) To avoid customer feedback

2. Why is analyzing customer needs important for a business?

- a) To reduce the number of employees
- b) To offer the same product to everyone
- c) To understand what customers want and improve services
- d) To avoid customer interaction

3. Which of the following is a benefit of responding professionally to customers?

- a) Increases product cost
- b) Reduces need for communication
- c) Builds customer trust and loyalty
- d) Encourages customers to complain

4. What is one reason why hygiene and proper dressing are important in customer service roles?

- a) They help reduce product prices
- b) They help avoid customer complaints
- c) They create a good first impression and show professionalism
- d) They are not important unless working in a hospital

5. How does good customer service help a business?

- a) Makes customers dependent
- b) Builds a strong digital presence
- c) Encourages repeat business and improves reputation
- d) Helps reduce product variety

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