

英汉对照管理袖珍手册



客户服务

本书中的各种技巧与工具对于任何在销售、售后服务、接待、管理等与客户服务相关岗位的人而言都有极大的帮助

K-Tony Newby
& Sean McManus 著
李鹏、魏红 译

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WHY CUSTOMER SERVICE MATTERS

客户服务为何重要

WHY CUSTOMER SERVICE MATTERS

CUSTOMER CONTACT



Customer service matters because **everybody** in **every** organisation:

- Either helps customers **directly**
- Or helps colleagues (**internal customers**) who serve the paying customer

This book is for people who work in:

- Commercial companies supplying goods or services
- Public sector utilities
- Central and local government departments
- Voluntary organisations

... because they **all** have customers.

客户服务为何重要

客户关系



客户服务之所以重要,是因为所有组织中的每一个人都:

- 或者直接服务于客户
- 或者协助他们的同事(内部客户)服务于客户

本书是为在下列领域中工作的读者编写的:

- 提供商品或服务的商业组织
- 公用事业部门
- 中央和地方政府部门
- 志愿性组织

……因为他们全都有自己的客户。

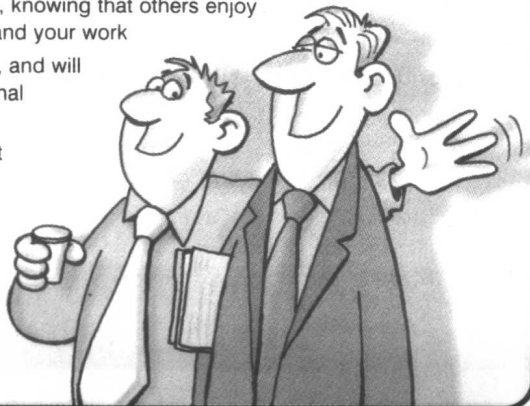
WHY CUSTOMER SERVICE MATTERS

YOUR PERSONAL NEEDS



The benefits to you personally of delivering good customer service to your colleagues and external customers are:

- You'll get more satisfaction at work, knowing that others enjoy dealing with you and respect you and your work
- Others will be friendly towards you, and will be more understanding of occasional problems and willing to help
- You'll have less re-work if you get it right first time
- So you'll waste less time *fire-fighting* problems
- And will have more control of your time and workload



客户服务为何重要

你的个人需求



为你的同事和外部客户提供良好的客户服务能给你个人带来下列益处：

- 你将会从工作中得到更大的满足，因为其他人乐于与你共事，并且尊重你和你的工作
- 他人将会对你态度友善，对突发事件多一分理解并乐意向你伸出援手
- 如果能从一开始就把事情做好，你就能减少重复劳动
- 这样你就可以减少花在“救火”上的时间
- 由此你能更好地把握自己的时间，安排好工作



WHY CUSTOMER SERVICE MATTERS



ORGANISATION NEEDS

Businesses and non-profit organisations need:

- **Sustainable competitive advantage:** rival businesses might easily match your prices or products, but will find it harder to infuse the business with an outstanding customer service ethic
- **To be profitable:** good customer service frees the company from the downward spiral of competing on price because people will pay more for great service
- **A productive, stress-free work environment:** great customer service means happier customers, happier team members and less conflict at work
- **Cost-efficiency:** satisfying customers first time means less money is wasted taking complaints and correcting mistakes – particularly important in public sector organisations where there is no obvious profit to track, but there can be a lot of hidden wastage
- **A good reputation:** important for attracting future customers and investors, and essential for the credibility of non-profit organisations

客户服务为何重要

组织需求



商业组织和非营利性机构都需要：

- **持续的竞争优势：**商业竞争对手可能很容易在价格或产品上做到与你雷同，却会发现很难照搬照抄一整套出色的客户服务理念
- **获取利润：**客户愿意为出色的服务支付溢价，因此良好的客户服务能使企业避免卷入价格战的漩涡
- **高效、轻松的工作氛围：**良好的客户服务意味着更满意的客户、更满意的员工以及更少的工作冲突
- **成本效益：**如果第一次服务就能让客户满意，那就可以减少在解决投诉和纠正错误方面的破费——这一点对于公有企业而言显得尤为重要，尽管它们没有明确的利润指标，但其中却可能存在巨大的隐性浪费
- **良好的声誉：**对吸引未来的客户和投资者非常重要，对非营利性组织而言则关系到它的可信度

WHY CUSTOMER SERVICE MATTERS

THE IMPORTANCE OF *HOW*



Today **how** you deliver your products and services is as important as **what** they are.

Competing goods and services don't differ greatly from each other, so customers will choose where to shop based on the service they get.

Before they consider spending any money, customers will already know whether they trust you and like you. They will have judged what you look like, what you sound like and how responsive you are. They will have seen how you treat other customers.

Often customers can only judge quality based on the service they get. How can a patient judge a doctor's competence, or a litigant assess the skills of their legal counsel? How can a novice tell whether a computer is right for them? They all depend on a service that inspires confidence and shows attention to their needs.

客户服务为何重要

如何做的重要性



今天,如何提供产品和服务与产品及服务本身同等重要。

竞争性产品和服务之间的差别其实并非很大,因此客户通常会根据服务水平的高低来决定消费的场所。

在客户考虑消费之前,他们早已建立了对你的信任度和喜好度。他们通过观察、聆听已经对你有了一个大致印象,包括你对客户的反应速度。他们知道你是如何对待其他客户的。

通常,客户只能根据他们得到的服务来评判质量。病人如何能判断医生的诊术,诉讼当事人如何能评价他的辩护人的水平,初学者又如何知道某台电脑是否适合自己?他们其实都是通过其所感受到的服务做出判断的,这种服务不仅使他们产生信心,并且还关注他们的需求。

WHY CUSTOMER SERVICE MATTERS



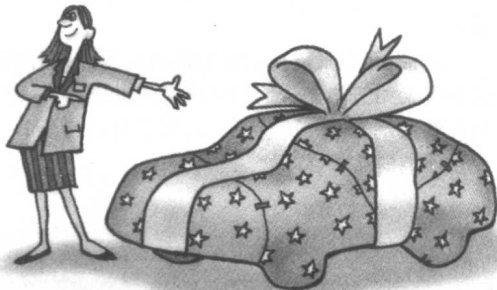
THE IMPORTANCE OF *HOW* CUSTOMERS BUY EXPERIENCES

Customers buy an experience that starts when they enter your store, place their first call or visit your website.

They might enjoy browsing your shelves or appreciate the advice of your sales team on what they might like. If they're buying a present, they'll be delighted if you offer to wrap it for them. If they buy a computer, they might value your after-sales service helping them to get it working.

Some customers will buy books online for the experience of reading reviews from other readers; others will prefer the experience of turning the pages in a bookstore.

Everything you do for or to customers is part of the experience they buy, and part of how you differentiate your business.



客户服务为何重要

如何做的重要性

客户购买体验



从客户迈入你的商店、初次向你致电或访问你的网站之时起，他们便在购买一种体验。

他们可能喜欢随意看看货架上的商品，或乐于倾听销售人员就他们感兴趣的物品所提供的建议。如果他们正在购买一样礼品，而你能提供包装服务，这将令他们感到很满意。若客户购买一台电脑，帮助他们将电脑调试正常的售后服务则可能正是他们所需要的。

有些顾客愿意通过网络购买图书，是因为他们喜欢阅读其他读者的书评，而另一些顾客则更喜欢在书店随手翻翻的感觉。

你为顾客所做的一切都是他们所购买体验的一部分，也是你们公司的与众不同之处。



WHY CUSTOMER SERVICE MATTERS

CUSTOMER EXPECTATIONS



Customers have expectations that are:

- Often set by other suppliers, eg: banks, airlines, fast food outlets, etc. You are competing with the most responsive companies in every communication channel you use.
- Continually evolving and growing more demanding. You can never sit back complacently.

Your standards of customer service always need to be on an upward curve. Aim to delight customers with every contact by exceeding their expectations.

