

Theme: The Role of Customer Service in Building Customer Loyalty

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Abstract:

Customer service is not only about responding to inquiries and solving problems but it is also about providing unforgettable experiences that makes people want to come back to your store/business. In the retail industry, customers have many options to choose from therefore a business differentiates itself from others through customer service. The key objective is to make sure that customers are satisfied and want to return to your store. The business is to provide proper training for staff and provide the right equipment needed so that they are able to deal with all the enquiries from customers. Engaging and interacting with customers, giving all the information needed regarding brands, products and services plays a huge role customer satisfaction. Customers want to be addressed personally not in multiple numbers therefore it is should be personal, one on one. Staff should always have a positive attitude towards customers, having certain skills such as listening, empathy, time keeping and recognizing their own mistakes when dealing with customers. Because the business world is always changing and evolving, retailers may use artificial intelligence to boost customer service whether in store or online. For example, retailers can introduce online chatbots that customers can chat to and ask questions that they might have regarding products and services. Retailers can use social media to advertise their products and to keep in touch with the customers, most retailers have introduced royalty cards which has helped to keep tract of customers and also give customers receive discounts.

Keywords: Problem Solving, Artificial Intelligence, Customer Loyalty, Staff Training, Customer Satisfaction.