



Customer Service Excellence

There are places that you go back to time and time again because of the level of service extended. Customer Service has become the latest “buzz” word with customers looking for the extra effort and companies implementing solutions that create the ever elusive “wow” moment.

But what really constitutes good customer service? It is the lifeblood of any organization. One can reduce prices and offer promotions but the quality of the service is what makes the customer come back. This in turn has a direct effect on the business’ bottom line. Good customer service is in a nutshell creating a relationship with customers. When your customers are satisfied they will act as promoters of your business and will tell others about the quality of the service that they have received. This type of promotion cannot be bought. This type of promotion creates loyalty.

Customer service is not only about making your customers happy. A customer who is happy with your service may leave when a better opportunity comes along. Through relationship building customers develop a loyalty towards your business. Any organization which offers its customers solutions to their needs rather than trying to sell a particular product understands relationship building. This has been taken a step further with Customer Relationship Management.

Customer service has become the new X factor. In the Financial services industry for example most of the product offering are the same. What makes the difference is the quality of the service that is being offered. People no longer want to stand on long lines they prefer to do their banking at their own leisure. Banks now offer ATMs and online banking which is quickly becoming the preferred way to access accounts. These facilities were put in place in an effort to improve the customers’ experience.

Customer Service Excellence has become a quest for most organizations and the East Financial Holding Company Limited is no exception. The Group has come to understand that the customer is critical to the survival of any business and keeping that customer loyal is based on the relationship that you maintain not just the products and services you offer. Some basic things that any company should bear in mind as it relates to good customer service are:

- Answer your phone
- Don’t make promises unless you will keep them
- Listen to your customers
- Deal with complaints

- Be helpful
- Train you staff to be always helpful, courteous and knowledge.
- Take the Extra step- go the extra mile

Remember that your customers always have options. They may choose you for convenience but will decide to stay with you because of the service they receive and relationship you have with them.