

A REVIEW OF STRATEGIC CUSTOMER SERVICE MANAGEMENT

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ABSTRACT

This paper reviews the concept of strategic customer service, and the underlying skills and techniques necessary to master this concept. This is especially true in genetic markets whose products are basically the same and the only differentiating feature is customer service. The level of customer service that an organization provides is at the core of its business strategy and is supported by employee knowledge and service skills. Understanding customer's needs and wants, allows an organization to design/build its business strategy around its customers and provide customer driven excellence. Through the strategic use of customer relationship management, organizations are able to perform quality assurance, measure customer complaints and satisfaction as well as maximize responsiveness to their customers. This paper also addresses the need of employees to be actively engaged and empowered in the organization. They need to be given a certain level of authority that allows them to make decisions. In order for an organization to provide excellent customer service, they need to hire and be able to retain the right type of employee capable of buying into the philosophy of customer service.

INTRODUCTION/CONCLUSIONS

Future research is suggested based upon prior research and theory (Buckley and associates, 1992- present; Carland and associates 1984-present; Klentzman & Associates, 2007-present).

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