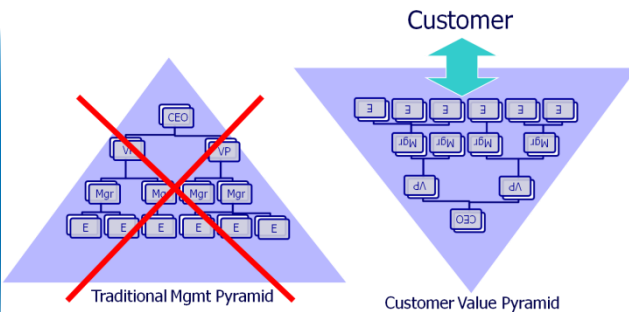




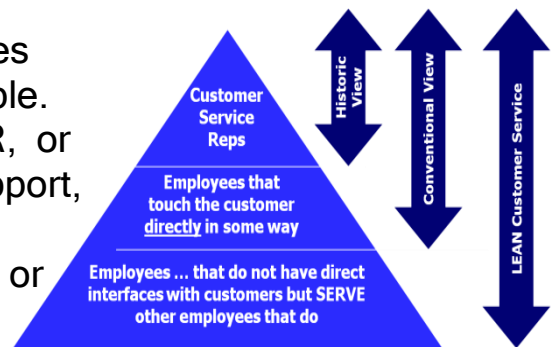
Who provides Customer Service anyway?

We have seen some companies put most of the emphasis for customer service on “Customer Service Reps”. While it is important that Customer Service Reps (CSR’s) are properly trained, follow and improve processes, and take initiative to measure their performance independently, they are not the only ones who provide customer service.



We all know Customer Service starts at the front lines and percolates deep into and throughout the organization. We often draw the conventional org chart upside down to make a point - start with the front lines (closest to the customer) and work backwards.

In answer to the question - “who provides customer service?” - my answer is simple. “EVERYONE!”. Whether you are a CSR, or in sales, shipping, receiving, office support, logistics, accounting, engineering, operations, engineering, management, or the President.



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