



SAVE CLIENT IN SERVICE

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ABSTRACT

The article describes in detail the problem of service and how to serve the customer, how to retain the customer, how the employees behave in front of the customer, everything is written in detail.

KEY WORDS: *Service, customer, organization, consumer, quality, rating, hotel.*-----

The quality of customer service can be defined by the customer's perception of how well the company's service meets their expected results. Both the services offered and the expectations they help create are important aspects of quality.

Companies do not exist without customers. Attention to customer needs is key to customer retention. To provide excellent customer service, a culture of customer service must permeate the entire organization.

When all employees understand that satisfied customers are tied to the success of the business, they take the initiative to create a superior customer experience.

The quality of customer service is the main factor that separates good, bad and indifferent companies. Quality customer service keeps customers coming back, while poor service drives customers away from competitors, friends, family and colleagues.

An understanding of quality customer service is important in the decision-making process. Consumers want to have an unforgettable shopping experience, and the most important aspect of that shopping experience is their perception of service.

If an organization does not provide quality customer service, the likelihood of that customer continuing as a patron of the organization is very low. The customer buys where he feels comfortable and where the service is of the highest quality.

When customers spend money, they are more likely to return to a business they know and have a positive association with. Therefore, quality customer service is directly related to customer retention.

Small businesses have fewer opportunities to deliver value to customers than larger organizations, which can offer lower prices based on product volume and greater selection.

When customers are looking for an ongoing relationship with a retailer or a creative shopping experience, high-quality service can be a competitive advantage for small businesses.

Developing positive relationships with customers through high-quality service benefits the company because it gives you access to the best kind of market research: customers tell you directly what they want.

Listening to customers gives you the opportunity to improve your product or service to satisfy them before they leave your company for a competitor. Happy customers share their experiences with friends and colleagues, which increases business over time.

With service, unlike production, there is no specific product. Thus, there are many ways to refer to quality in this context. Customer expectations should be the basis for determining quality standards in customer service. Each organization has its own characteristics. This should be reflected in the quality



standards. On the other hand, print-on-demand company Moo.com encourages its team to be passionate, charming and ambitious.

Their motto is "We're not happy until you're satisfied." Its quality standards, compared to those of other companies, lead to more cheerful services like its name. In both cases, quality standards create effective services that match the brands of these organizations.

Employees, shareholders, suppliers, government, unions and society are the stakeholders of the company. These sources of information form many of the quality standards that must be established.

For example, tourism rating sources usually rate hotels up to 5 stars. The Forbes guide uses more than 800 standards in its evaluation.

To receive a five-star rating, visitors must be greeted and assisted within 60 seconds, phone calls must not be held for more than 30 seconds, and much more.

Since the rating has a significant impact on hotel marketing, its quality standards should reflect the compliance of these requirements with the level of service. Attracting new customers costs more than keeping existing customers. A satisfied customer stays with the company longer, spends more, and can deepen the relationship. For example, a customer who is satisfied with a credit card may join the company's other financial services. Compared to TV advertising campaigns and other complicated and expensive methods of attracting new customers, this is an easy sell. To understand the needs of customers, you just need to listen to their voice and act accordingly. Customer listening can be done in many ways, such as through offer forms and satisfaction surveys. Customer service should be consistent. Let's say customers visit an expensive hair salon and receive a warm welcome, a drink, and a great haircut. Later, out of town, he visited the same chain of barbershops, but didn't get a warm welcome, a drink, or a great haircut. This customer is probably not happy and won't use this chain again because they didn't serve the same customers, which is more than just a good haircut. Improving relationships with internal customers and suppliers helps to provide better service to external customers, shorten delivery times, improve quality and communication.

The customer wants to communicate with the company in many ways: face-to-face, by phone, fax and e-mail. The customer expects all these communication channels to be open at all times. This represents a challenge because it requires a comprehensive solution that provides the employee with the information they need to provide effective customer service. People always expect good customer service. On a typical day, the train is expected to arrive on time, the coffee is hot and delivered quickly, and colleagues are expected to work as a team. People become frustrated when their expectations are not met and increasingly demand high quality service in many areas of their lives.

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