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Concept of identifying customer needs: Understanding and influencing customer behavior through ongoing communication strategies in an effort to acquire, retain, and satisfy the customer. The ultimate goal is customer loyalty.

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Customer feedback is a great tool for improving customer service and customer loyalty. Your customers are literally telling you what they like or don't like about your products or services regularly in person, through email, by phone or through social media. Use these interactions to identify consistent issues and act upon them.

Customer Service and Customer Loyalty

Check out these five ways to increase customer loyalty at your business: 1. Make customer service a priority - even on social. Seventy-six percent of consumers believe a company's customer service is a reflection of how much they value customers, according to the 2015 Aspect Consumer Experience Survey.

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3. Listen to Your Customer (a Big "little thing") 4. Use the Telephone Correctly for Good Service. 5. Use Friendly Web Sites and Electronic Communication PART II= INSIGHT. 6. Recognize and Deal with Customer Turnoffs. 7. Insight into Emerging Trends in Customer Service PART III=FEEDBACK. 8. Get Customer Feedback

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