

HAPPY customer provides an organization with that most organic
of all **advertising tools** –



Word of mouth advertising.

A happy and satisfied customer is much more likely to send more customers your way. Further, there is the potential for repeat business, which is the backbone of growth in business. It is obvious that a customer who has been provided with a product or service that he or she desired in the ideal way, would build a relationship with the seller.

Moreover, customer relationship management teaches the business where there are flaws in the system and provides valuable customer feedback. When a business receives feedback, it is able to see the customer's image of the organization and the impression of its services. This tool is invaluable in correcting systems as well as image management for the business. It is also an outsider's perspective, which provides a unique insight.

Regular and sustained interaction with a customer ensures that the customer feels connected with the business.

The role of customer service to a business, online or offline is essential to its growth and survival.