

## What Does Customer Service Mean These Days?

It seems as though in today's society you cannot readily find some good old customer service. The world has truly become very automated with technology slowly decreasing the amount of personal contact we have with each other. There is a shortage of businesses offering quality customer service, as we slowly become a society happy to do everything over the internet.

It is good to know that there are some companies that still value customer service. Even though you must admit that the internet has made life so much easier it would be good to know that you could receive assistance if you require it. Some clients want to feel that their situation is unique and requires certain attention. This sometimes is not possible when they are using a generic website.

The internet has opened the door for individuals to obtain as much information about a certain topic as they can fathom. It is best to remember though that the results shown doing an internet search are what Google would deem as being relevant. The websites will generally have enough information to keep people from needing to contact the website owner. However, if you did have a query, wouldn't it be nice to know that you could access contact details without having to search high and low. If you cannot find any contact information, then maybe they would prefer you didn't try and contact them.

Dealing with clients queries all day for car rental like we do can become very monotonous. We could try and delete all contact information from the website, but it is necessary to provide the thought of security and having contact details allows people to believe that you are interested in assisting them.

We will generally answer queries by email or by phone. It is surprising to find that a majority of the time, clients are literally shocked that their query has been attended to. Indeed, it can become frustrating talking on the phone all day to people who could have obtained information directly from the website, but they have obviously contacted us for a reason.

It is everyone's dream to run an online business that requires little or even no communication and still gain good returns. However in some industries this is not possible and there should always be contact details readily available. And to ensure good customer service is given a staff member should be responsible for answering the queries in a timely fashion.

I am not suggesting that people should expect to converse about the weather or what they can do when they reach their holiday destination. Just some good old customer service would be nice, where questions are answered and contact details are provided for peace of mind. It sounds easy, but why are so many companies trying to steer away from customer service?

Remember - smile before you answer the phone or respond to an email and it may just make the difference between making a sale and losing a repeat customer.

## About the Author

Learn more about customer service and visit [webbcarr.com](http://webbcarr.com). You will receive all the assistance you need to book a [rental car](#).

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