This Mindset Can Help You Get the Most Out of Your Customer Service Strategy

Think beyond just your product or service’s benefits.

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In this video, Entrepreneur Network partner Mike Phillips discusses what it means to offer good customer service.

Sometimes, the customer service surrounding a product can trump the actual product’s benefits and advantages. A customer will pay a higher price if they expect a superior experience. A customer may also pay more for a special occassion. It might sound simple, but customer service is the sum of the experiences a customer goes through while interacting with your product or service.

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