

# Customer Service

## Maintaining Existing Customers

This module explores 'moments of magic' and how these 'moments' can generate return business. This involves providing great customer service and exceeding customer expectations. We will look at communication between the customer and the organisation and the importance of a customer care strategy.

## In this Module

Videoscribe explainer video, with professional audio (duration: 03:05)

English Subtitles

3 Expanded learning content blocks in the module format

'Check my understanding'  
5 Question knowledge check

## Top Tips

1. Be genuine and polite.
2. Keep your promises.
3. Handle complaints carefully and to the customer's satisfaction.

