

# Customer Service

## Know Your Customer

This module explores the different types of customer and the importance of meeting the customer's needs, both stated and un-stated. We will look at ways in which you can get to know your potential customers and how you can inform them of your organisations products and services. The more information you know about your customers, the more able you'll be to meet their needs and deliver a positive experience

## In this Module

Videoscribe explainer video, with professional audio (duration: 02:30)

English Subtitles

3 Expanded learning content blocks in the module format

'Check my understanding'  
5 Question knowledge check

## Top Tips

1. Get to know your potential customers.
2. Identify customer needs.
3. Reach out to customers, informing them of your products and services.

