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MANAGING CUSTOMER SERVICE

How Best a Customer can be managed especially with the Modern Technology? The Advantages and Disadvantages that the business has when it comes to Good Customer Service.

Introduction

Technology has taken over in attracting the customer, through its various mediums like television, internet via twitter, face book, linked, e-mails, cellphones and many other social networks. Customers are different, they all have different wants and needs and it is the duty of the organization to attract the customer by all means. For any organization to be really sure it exist there are a variety of things that it considers and take into account. For example Wellington, Patricia (2010) talk about advertising, creation of websites, creation of newsletters, having sponsorship programs and many more. These are done to bring awareness to the customers of the existence of the company. The more advertised the company is the more customers are drawn to it. Peter Drucker in the book of Wellington, Patricia is quoted saying "Businesses are not paid to reform customers; they are paid to satisfy customers". This is a true statement since customers still want to be satisfied despite whatever product the business is offering. Managing customer service is not an easy task but every business has to go through this process in order to have its products or services accepted.

For every customer to be satisfied Wellington, Patricia (2010) talks about some elements that bring satisfaction these are; the product or service, sales, after-sales, location, time and culture. Each of these elements has an effect when it comes to managing customer service and managing the satisfaction of the customer. Customers need to be persuaded to buy an item and with great customer service it's easier to encourage and end up with a sale. Today we have many similar products that satisfy customers the same way and when the customer is not happy they can easily use technology to share their experience with other customers and this can be a loss to the company. To provide the best customer service the organization needs to start with managing the performance of its employees. Cooper, Frank (2010) in his book "Customer Signs Your Paycheck" talks about managing performance of employees and why it is necessary. He touches on the importance of communication between management and employees. According to him communication helps increase productivity, morale and motivates employees. Once the employees are aware of what is expected of them they are motivated to work better each day and they provide a service that is in line with the company goals. I believe that when organizations measure the performance of its employees it also improves the customer service therefore there has to be teamwork from bottom to top. Also management is expected to plan how they want and expect the business to be run and to perform. This is very important as it brings progress and a right perspective to all stakeholders.

Satisfaction Elements

The employees are the key to customer satisfaction as they are more or less the first contact with the customer personally or via the modern technology system. Wellington, Patricia talks about satisfaction elements which are product/service, sales, after sales, location, time and culture. These elements come as an illustration in the book by Wellington. For a customer to be satisfied and for the organization to be able to manage its success and the service its providing to its customers these elements are very important to consider.

Wellington, Patricia (2010) says customers go through emotions and some psychological effects that a customer goes through especially when buying bigger items. Although I think there is a bigger picture to knowing what the customer really wants and needs that the organization should be wary of. Wellington, Patricia says a thorough research should be conducted to find out all these needs. Some considerations that Wellington, Patricia talks about are questions like; "do they deliver what the customer is looking for, are they delivering what they promised to the customer, do they understand the different types of customers they have, do they understand the difference between customer service and customer loyalty, what can the business do to help the customer". All these issues are a responsibility to be taken by the organization in order for them to easily manage customer service.

Product/service

Just to expand a bit on the satisfaction elements, the product/service element can be very crucial as with this element we find that the customer has to be sure if they want the product/service or not. Questions like what are the benefits of having the product/service in the first place have to be considered. If the product is readily available in various shops, this is where the customer has an opportunity to choose where to buy it according to price and service given. For example Wellington, Patricia (2010) talks about when one wants to buy a car like a Mercedes Benz but sees a Mini very neat although due to an image they want to portray they might opt to wait until they get the car they wanted which sometimes takes a month of waiting due to the manufacturing policies of the car manufacturer or availability. When a customer is looking for basic items like computers these can be easily found in various shops. The computers are readily available and are in various sizes, colors and provide an image according to choice and affordability. The customer expects to be able to get the computer as soon as they want it and also if possible can negotiate the price due to readiness of the product. Due to wide choice of the product, prices and the perceived quality can be compared for value for money. Also quality of service and packaging are things that the customer searches for to get full satisfaction of the product.

Sales

This brings me to the element of sales which is all about presentation of the product to the customer. When advertising, how the information is put out there without deceiving the client is very important. It can bring serious consequences for the business if there is a misrepresentation of the product to attract people as the customer can return the product demanding money back or spread the word through modern technology sources in the process the business losses business. The environment where the transaction is being done and the sales person are very important as

they are a representative of the organization and are the key to the sale of the product. The customer always wants to feel important and have all their needs satisfied. So a great looking environment and an understanding sales person is an added advantage to business and to managing the customer.

After Sales

After sales is another element that is debatable especially when it comes to smaller products. Although with big products like a car it is very important to make a follow up on the sale to maintain a relationship with the customer. What I noticed with some organizations today in our country when a product like a car is bought details like the owner's birthday are recorded and on their birthday a card is sent to them maybe with a small present. I think this is a great relationship creation and even handling any complaints becomes easier.

Location

Another element is the location. The location where the business is run from is very important to customers. How to get to the place must be easily explained and the surrounding environment must be conducive for business. The location must also provide security to the customers with provisions of health and safety and conducive for one to make business transactions. The right targeted market must be able to easily access the place.

Time

The time element is another factor that is important in managing customer service. Once as a customer I buy a large product that needs to be delivered I always expect it done in the agreed time frame. Organizations especially the ones that use technology for customers to order, when a product is to be delivered later than advertised, it is difficult for them to get repeat buys. It is not safe for any organization to make promises that they cannot meet. Considering that there are many suppliers, issues like efficiency, product availability and good customer services are important. If the customers are not happy with the given time by a particular supplier they easily change to the next.

Culture

The last element that is just as important as the others is culture which is more or less about the behavior or way in which the organization presents itself. Culture of an organization involves issues of honesty, reliability and openness to criticism that is constructive. Culture of the organization involves the staff themselves in terms of how they treat and motivate each other, how they add skills to those who need to and how they share company information.

A good culture of service is very important in any organization as it works more like a mirror reflecting the whole organization from the top to the bottom. Some few things that the organization must look out for or implement are;

(a) Creating an atmosphere internally with their employees and externally with the customers that represents them as an organization through open communication via meetings as groups or one on one.
(b) Some incentives like accident insurance or health insurance always give hope and faith to the employees and a sense of belonging.
(c) Re-fresher courses to be done as often as per quarter or twice a year to help evaluate employees.
(d) When recruiting new employees the organization should search for the talent they need.
(e) Rewards are encouraged and have to be transparent to motivate the rest of the staff for future better performance.
(f) Set standards and a system that is easy to follow and friendly.

The culture that the organization builts within reflects on the employees as they come in contact with the customers. The external relationship is all about creating an open relationship with the customer with the ability to negotiate well, make follow ups and explain well what the service/product is all about. A good relationship helps maintain the existing customers and getting new ones usually becomes easier if you are able to retain.

For any new products the organization is able to contact its existing customers before putting the products on the market giving the customers first hand information. Some organizations create a culture of service or smile which should start from the top management. If the bosses can smile when handling company issues it brings the freedom to all the employees. A quality service can only be provided by someone who is happy to do their job. If employers are rude to their employees the employees also depict the same character to the next person as it is human nature to release anger or stress to the next person. Therefore it is very important to treat employees well as their behavior depicts the culture of the environment they live in.

How to Correct

Sometimes all it takes is to recognize the best in employees by observing their strengths in order to maximize on that rather than on their weaknesses. This is a wiser move especially when conditions of recruiting on the wanted needs were not observed. It is much better than to eliminate the employee. In my point of view employees are like little children such that sometimes you need to repeat the same instructions more than twice. Therefore some issues like communication need to be repeated. A clear communication process between employee and employer would help in creating the expected service standards for the customer. Some employees easily make mistakes while serving a customer and such issues need to be addressed well so that the employee is aware of the consequences while the customer is also satisfied by the service given after the mistake. This is a very dangerous circumstance as it might affect the customer's perspective about the company. Therefore the organization must have clear set rules on how to solve problems that are created in the presence of customers.

Sometimes some employees work very hard and achieve good results more often. With set rewards or incentives it can be difficult to keep awarding such employees. A great way of recognizing them might be to give a Honourary mention at the end of the month or celebrate the

news during their lunch break. The thought of being a day hero can be very motivating to others hence improve customer service.

Some organizations create appraisals on a monthly basis. This is very essential for any business as it measures the performance and the service being given to customers. If done regularly the company can easily monitor its performance and competency of its employees and it becomes easier to promote the right talent.

Technology Improving Customer Service

Since technology has taken the whole world into a global village an organization can take advantage of having it through use of websites, e-mails and many other social networks. A larger group of customers can receive a single message within a short space of time making it easier for the marketing department in terms of physical checkups on clients and there is surety that the targeted group got the message. Referrals through friends of the same organization can be easily done due to customer satisfaction and at the same time it can be a disadvantage if the service has been a bad one as social networks pass messages quickly.

Technology has just given organizations and customers a new perspective in shopping and getting some services and providing a hassle free shopping experience. Some centers are now using voice recognition and call-routing technologies. Instead of speaking to numerous people before you get to the right one all you need to do is to press the keys that will route you directly to the person you want or follow the instruction of the pre-recorded voice. The repetition era is over and call charges for the customer are reduced and the organization cuts down on employees which is a bonus to the customer as they would appreciate it.

Some organizations that are using voice recognition technology, for example to simple enter into an office one would have a pre-recorded voice that would be recognized by the computer system. If not recognized entrance is not allowed. This technology has mainly worked with some spaces that are mostly meant for the employees only zones. I think excellence in standards of service given to the employees will always go out to the customers.
Technology gives the customer an advantage; like in modern developed countries some retail outlets are doing self-checkout points. There is no interaction whatsoever with the staff all the customer does is to be sure of what they need and check it out. In other words the customer has more power to do whatever they want as long as they know what they are looking for. It is also very important for the organization to give access to the customers to products that will give no difficulty in future, for example some electrical gadgets might need to be tested before being collected but if a facility is put in place to accommodate such it is well the customer is so empowered. The simpler the process the better it is for the customer.

Technology has helped organizations cut costs. In a basic office environment instead of writing a memo or a newsletter a short e-mail can be sent to all concerned. A lot is easily done in a shorter time, like production of Coca-cola or cars. It is cheaper to reproduce a car and sell it at low costs as technology makes it faster. If it's an intangible service like in a hotel instead of writing down customer registration it can be typed into a computer and keeping written records can be a

daunting task. Technology has managed to keep the costs of products low as reproduction is cheaper and faster.

Some organizations have used technology to educate their customers. For example I am a good example of a customer that is learning via online. For me to obtain my degree I am getting online instructions from Atlantic International University. Customer education can also be easily done within the organization like a retail shop through a voice over or through planted television screens. To smaller organizations some reminders or announcements about issues can be sent to all concerned. As long as there are different ways to convey the information to customers that is a huge advantage to customers as they have various ways of ordering items. For example simple advertising is being done via messages of the cell phone to various people at a given price within a short period of time. Even updates on new company acquisitions, new products or anything that the company wants to communicate/educate can be easily done to customers via social media, websites and cellphones. Most customers stay happy as long as they are up to date. Websites should be up to date as they might not reflect the truth if they are not giving correct current and relevant information.

I like self service, but sometimes I find it difficult especially when I am looking for something I have no strength in as I would like to further inquire within. Of late most organizations have joined in the use of online payments and requests of other services without talking to another person. For bigger organizations technology has improved its way of running business. For example their supply chains are easier to maintain as they can easily communicate and obtain information necessary to supply the required services/products even on different locations.

How best the business can treat customers.

Al-Shammari, Minwir (2009) talks about what the organization needs in order to be effective on retaining customers, developing products and services. He says there is need to stay up to date with customer knowledge through having effective development of products. The right customers need to be targeted at the right time, with the right products via the right way. Products also have a target market therefore the organization needs to do what's best for itself as a business and what's best for the customer as well. A happy customer means a profitable business and a well built relationship.

To manage customer service, you have to make sure your customers are receiving adequate care. A customer service department needs enough trained representatives to ensure that customers' needs are met on a daily basis. Some customers will leave your company and go to another organization if they don't receive adequate service or attention. Actions such as this can cost an organization revenue and market share loss. The way to manage customer service is by managing your customer service representatives. These are the most important assets of the business. Since every business is all about provision of a product/service to a customer this means that a need/want was realized and an opportunity taken to fulfill that need and make a profit out of it. Therefore this means that the customer is the reason anyone provide something is in business. Priority should be given to this important customer because if they are put last the business does not prosper. Whatever problem there might be behind closed doors the customer

does not need to see it written all over the employees' face. Customers want to feel important buying or just browsing, this makes them feel belonging and some loyalty is built and the business also grows.

Managing customer service requires a well staffed department. Enough staff means all necessary ground work is covered. Look for example when you have to perform well, you need all the necessary tools otherwise there would be no results. Customers do not like to seek for assistance they want help now and also some do not like to be nagged. According to Al-Shammari, Minwir (2009) "a relationship is a bond or connection between a company and its customers". This is very true; relationships are built on trust, strength, emotion or intellectual. Most customers want to trust their supplier and they even get emotional about it yet some look for comfort and others want to compare for better deals. He talks about how the relationship can be strong or weak, emotional or intellectual. For example, "I know I can get a better deal elsewhere", this is intellectual and "I feel good when I am wearing my Nikes" and this is emotional, (Mohammed et al., 2003).

Mostly some would go next door seeking attention that they missed or wanted. So it is important to go the extra mile like work overtime to meet the customers' demands than to lose them to competition. It is not just enough to have adequate staff but they also should be the right people. It is very important to select considering talent and what the organization is looking for which is to provide a good service. Sometimes the same talented employees need to be refreshed every now and then to keep them at par with the necessary skills.

When the wrong talent is hired there is problem with the attitude of employees. Some simple steps that Cooper, Frank covers in his book Customer Signs Your Paycheck (2010) can be followed to boost repeat buying;

- Employees should greet every customer with a friendly smile as in most cases a smile is returned.
- Consider every customer as a new opportunity to do business. Do not let other chores disturb.
- The customer is always right, no unnecessary arguments, focus on their needs.
- You basically know everything; seek help where you are not sure. Customers do not want "I don't know" answers.
- If possible greet the customer by name; it makes them feel so important.
- The customer pays your salaries, when they buy you get paid therefore treat them like your boss.
- Do more than expected for the customer. When on the phone smile the other person can feel and hear it through your voice.
- Always make eye contact, show them you are fully with them.
- Let the customer feel comfortable, give them space unless you think they need help. Stay alert for them.

Sometimes the same talented employees need to be refreshed every now and then to keep them at par with the necessary skills. Training is very important and should be done often and when new employees are hired.

This would keep everyone up to date and this is to help also in resolving any issues or queries that the customer might have. The organization also has a responsibility to provide some incentives like simple recognition, bonuses or commissions and promotions in order to keep everyone interested in their jobs.

The new hired staff also still needs to be monitored. According to Williams, Jeni in her article titled "The art of Customer Service from Healthcare Financial Management (2007)", she says even the new staff with great talent should not work independently until they have been exposed and trained according to how its expected of them on the job. Also she suggests that the employees can be asked some issues that affect them or do not understand, for example they can be asked to write down at least 10 challenges that they face on the job and have some of these issues put into reality like re-modeled. This would be guidance on the realities being faced and solutions can be worked together.

Cooper, Frank (2010) also considers issues like some chores that the organization expects its employees to do while also serving customers. For example he talks about cleanliness and order as chores that one has to do alongside serving customers. This is important especially in retail and service industry as customers also want to be in organized neat places. Chores should not clash with the presence of the customer because if they do the customer would feel at the wrong place or like they are disturbing. Therefore this means that there is no time that is bad to serve a customer be it five minutes just after opening or five minutes before closing otherwise the customer might take their business elsewhere better. When the doors are open business should take place.

Some Benefits of Training

For the Customer

When the staff are trained this will improve customer service and the standards of running the business. Customers like to be treated professionally and different from the other customer. The customer appreciates how they are served and does repeat buying. This behavior is easily achievable if the employees are trained well to bring the right service to the customers.

For the Employee

When the employees are trained their characters at work improve. How they receive, communicate and assist customers on any changes. They gain more confidence because they

know what they are doing is correct and are more than happy to assist as they now understand that the customer is there for them not vice versa. Training brings more awareness to the employees in terms why they are at work and what professionalism is all about.

For the Company

For the organization they easily observe a change in the behavior of their employees. There is more team work to satisfy the customer and the company realizes that training employees improves the atmosphere and there is increased team work. Issues of loyalty are improved as profit also increases.

How Best to Know the Customer

Al-Shammari, Minwir (2009), says that the customer of late has more and even better choices than before. This is a great challenge that most businesses are facing today as customers are having also a wide variety to choose from. Al-Shammari, Minwir says the greatest challenge is customer satisfaction, retention and loyalty. It is best to have knowledge about the customer and develop the right product based on the customer needs and this helps in maintaining the relationship. Knowledge helps create a product and once shared more success is attained by the organization as things like pricing, distribution and the product are delivered at the right time and for the right customer.

Everyday organizations need to stay ahead of competition which seems to continue daily. Al-Shammari, Minwir (2009) says customer management can be introduced as an ICT-based model for the organization. This would mean that everything in the organization is for the benefit of the customer as well as the organization as products/services also are added value through the information collected from the potential customers. Customer knowledge helps build relationships and brings focus to the customer according the needs of the customer and this brings a profitable relationship for both parties. Customer knowledge helps the organization to decide and solve any problems between them and the customer and the organization can easily expect their customer behavior.

The employees should find out who their customers are and learn to call every customer by name. It is not easy to remember everyone's name but there are simple rules that employees should learn to remember customer names. Remembering names is a skill that needs one to follow a few basic rules like desire; that is really wanting to, repetition, repeating the name more than once as soon as you here it, association of the name with things or places or anything that comes to mind.

- Once you learn the customer name, repeating it through making conversation with the customer and mentioning their name more in the conversation would help remember. For example when selling cellphones, "this is one of our best selling phones Mrs. Lillian, or

"what would you like to have Mr. Josh". By naming the customer a relationship is build and more confidence on the company and its products is improved. Customers love to hear their names.

- Another way is to ask either the customer who their name is or to ask another employee or if they are introduced the employee needs to try and pay attention.
- Be interested, remembering names needs your attention. When a customer uses a credit card read their name on the card and greet or thank the customer after using the card. Customers like to be called by name and feel like the only customer in the place once they are called by name.
- Some names can remind you of a place, color or something and therefore you can associate the name with that for example Mr. Black would remind of the black color. Whenever Mr. Black comes in the black color is associated with him and it's easier to remember him.

MEASURING CUSTOMER SERVICE SATISFACTION

0	1	2	3	4
Discourteous	Indifference	Dial Tone	Courteous	Extra Mile

F	D	C	B	A
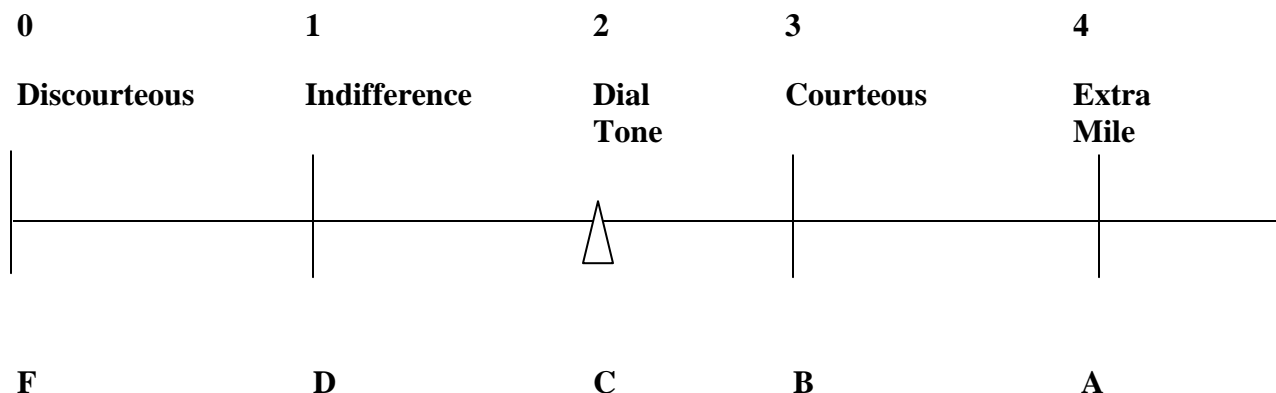
Extract: Cooper, Frank (2010)

Cooper, Frank's (2010) customer service scale in which he explains a lot about the business and its customers. Some customers' needs are hardly met as many organizations operate according to Cooper, Frank at the dial tone level which is where customers are just merely given awareness about the product/service without any extra service. Some employees give an indifference attitude towards the customers hence this gives the "I do not care" attitude. At the end of the day the business is lost. Indifference is followed by discourteous which is a very disheartening behavior that employees could give. It is more of I don't want to be bothered attitude. Some employees are just not good at working with people and see them as a bother or they just want to do the final process of closing a sale without even taking the customer step by step. This behavior according to Cooper, Frank (2010) also is according to the perception given by the customer but can be very dangerous for business as customers can take business somewhere else.

I think the employees should go out of their way to ignore the bad behavior of the customer and sell the product well. The courteous and the extra mile right side of the scale are more favorable for any organization. All customers are the same, treated as kings as they are like what McGraw-Hill, Cooper, Frank says "customer signs your paycheck", without the customer there is no business and no wages. Therefore the customer should be treated right without any prejudice or favor and an extra mile to have a sale would not hurt but would be an added advantage.

Some organizations find it difficult to measure customer service and some have either been ignoring or taking it for granted. Cooper, Frank (2010) says it can be measured just like any other service being provided. This can be done by measuring what you are currently serving against what they expect to be serving. So this can be done through use of surveys which can be handed to customers or sent via e-mails or on online websites.

These surveys should be short and straight to the point so that a customer does not find it tedious to fill one. The management then can use the survey results to work over solutions especially when there are lots of complaints and if not they still need to improve or add some attractive incentives. I also think that customers can be asked personally by management during their shopping how they feel about the shop and the provided product. Also some competitions can be held, for example prices like a car or shopping vouchers can be put up at least once a year or per six months depending on the type of business. This would attract many customers and make it easier to investigate even further about service being given. Customers would not only buy because they want to try their luck with the car but there would be something they want/need.

Most organizations measure customer satisfaction through use of surveys. Some websites have a like or dislike question where basically the user of that site would merely click on either of the two or refer a friend or tell someone about that site. This is a faster way of referral as the site user does not need to create a new message from their e-mail account but they just do this while on the site. Some sites however give you a link to something similar to what you are searching for connecting you faster than to start afresh or there is a link to search for a specific thing on the same website by simply typing in key words of what one is looking for. Also some sites have a few questions that come through a pop up window a customer can choose to answer or just close the window. By using these links the business owner can generally have an overview of what the customers think.

Use of Technology

To move ahead and faster technology should be used by all business people. To know is better than not knowing at all hence access to knowledge is being enabled by the new technology. Small and big business owners have taken advantage of technology as it comes with more benefits. Most businesses would require to meet their customer needs who are further from the location of the business. Therefore use of internet with the appropriate software and phones are required. For marketing campaigns organizations need the right tools for example to reach many

customers at once use of cell phone texting can be effective as it reaches many people at once, or fine out from the experienced what software they have used to market. There is a tracking system that some organizations are using to advertise their new products to existing customers and it is also best to have trained staff to do it to stay up to date.

Marketing people need support of technology tools these days as it is a must to help stay ahead of competition. For example if they spend more time out of the office they need to stay in touch with the office and the customers at the same time. A research on the right tools you need should be done according to how one wants to meet customer needs. For example in the United States there is a Consumer Reports department that researches on the cell phone industry and these departments help organizations stay up to date with technology necessities. Although I still suggest that a previous user of anything knows best on its effectiveness.

Recent gadgets like smart phones with cameras and ability to send information to print are a good investment. These always work at the advantage of both customer and business. For example an architect may need to take a picture of a design that a customer wants to incorporate in their final project and a good phone with a camera would conclude the project well as the architect can send a replica or similar design to what the customer has described.

Also being up to date with technology a customer can easily receive e-mails from the customer on updates or follow ups after a sale. When customers see organizations that use technology efficiently they find it professional and always want to be associated with that organization.

Advantages through Technology

The use of technology in business creates several advantages that are related to a company's work processes and strategic objectives. The use of technology reduces costs, improves the timeliness of communication between departments, customers and helps identify customer market segments. The development of new technology launches new products, services and business models. Technology also creates a marketing advantage by fostering the idea of customer relationship management and the use of personalization to increase sales. Although above all this according to Bacal, Robert, Brooks, William T. (2010), customers like reasonable simplicity. This is a basic want for customers, simple and specific also customers want speed and promptness in service. Customers do not want to wait and if you can make them wait they just want to know you are working hard to speed the process. Confidentiality about their given information is very important to customers and even discussing an issue about a service some prefer privacy away from other employees and this makes them feel important.

Innovation of Products

- Technology increases chances for the business to create new products or develop them. With technology an idea of how a product looks like or performs can be sampled quicker

and many times before giving it is out to the customers. How an organization sells and produces and delivers its products has also defined the business structure. Internet has become very important to online retailers such that without it they have no business and meeting their customer needs still needs a payment system done online and verification of the orders still need a computer and internet connection. Therefore you find that technology is very important and if used well it is going to change the world.

Fast Production/Presicion

- Operational activities become efficient due to technology use. For example the production of bottled drinks like Coke or fruit juices is fast due to use of machines that are operated through the use of technology. Also in retail shops they use bar coded products so that when customers pay there isn't much delay at the point of sale as there is a digital scanner for all bar coded products. This technology is set up in such a way that it subtracts products as they are bought giving the buying section an idea of when to re-order and of which products are in demand. In the health industry for example accuracy of tested results has improved, its faster and more precise.

Storage of Customer Information

- Technology has come with databases, software applications that keep information about the customers. This information is used to store records of the customers and their habits of purchases. For the organization it becomes easy to see the kind of customers they have and they can also anticipate their customer's needs attracting more products and sales. Customer relationship management has become very popular in the service industry. It's easier to see the habits of a customer in this industry as they frequent the place, things like their favorite food, drink and maybe television programs can easily be recorded and presented when the guest visits again.

Easier Business Models

- Communication can be a hindrance to running a business especially if the organization has branches in different locations. Technology has brought in software that helps communication from different locations via the internet like for example live communication through Skype or live chats online and e-mails. This is a huge advantage for the organization as they can easily compare situations of locations/markets at the same time without extra costs of travelling or further operational costs. Making positive decisions becomes easier as information is easily available especially when the owners of the organization want to check on its financials they can be centrally done and once.

Increased Productivity and Communication Lines

- Technology has improved how data is handled from input to output. The reports can be centralized or decentralized depending on who needs what. Productivity in most organizations like in the manufacturing of cars some robots are programmed to fix some parts of the car system. So instead of having six to ten people working on assembling one vehicle some robots can easily do it in no time reducing the labor expenses and human resources.

Better Mobility

- To make sales especially in the service industry an organization can market itself through the internet without moving door to door. Employees can also use their personal devices like I-phones or laptops to send images of their product to customers without going to the customer. In return the customer can make a booking without physically seeing the place in the hotel industry. This has increased sales for most companies. A number of markets can be easily targeted at lower costs. In some organizations employees do not have to be at the office often as they can work from home or wherever through use of the internet and this reduces overhead expenses.

  Also even when an employee is away on holiday as long as they have their laptops and internet service they can be in touch with their business and stay up to date. There is no need to physically go to some stores as most organizations are now registered on line and shopping can be done from home with a given period of delivery.

Disadvantages

It can be cost effective to have new technology equipment but it is still costly as the installations and teachings on use of the equipment can even cost more than the cut down employees. Also there are those customers that still want the personal touch to the service, machines only can be very cold and less appealing. Self service technologies can be a disadvantage as when broken down they need immediate attention hence delaying customers. They would also need to be tested thoroughly before customers use them. Self service is good for the organization as it eliminates costs of maintaining employees although it's a disadvantage to customers also as it eliminates personal interaction that some customers need.

Cases of fraud and theft of intellectual property easily arise as some people easily copy other people's identities. With technology there's need to keep up to date with the software or hardware that is being used or risk obsoleteness. For example people who studied computer science ten years ago cannot use some of their experience today as there has been a big change since then. Another disadvantage is that some employees when they leave work especially after being fired or after some misunderstanding they carry information through memory sticks, laptops, e-mails and many other means to the competitor. Some organization's property like laptops, cell phones and memory sticks can get lost with company information that is important.

Some people are just there to disturb other people's peace through hacking. This can be a serious challenge to the organization as it can be difficult to trace and if traced a lot of damage would have been done like copying. Therefore secure passwords that are often changed should be put in place especially for sensitive information. Every employee has to have basic knowledge about technology otherwise without it their jobs are at risk. Issues like promotions or other challenging jobs can pass them by. It has become easier for some organizations to move completely into a new country or continent this means they would have to lay down some of the employees.

Conclusion

To manage customer service as an organization can be a challenging task although to stay ahead of competition there is need to be organized. According to Award-winning Customer Service: 101 Ways to Guarantee Great Performance book by Evenson, Renee (2007) there are lots of ways to win customers over to your side. There is need for planning, communication, great leadership skills, training, motivation, meetings with the employees, dealing with feedback and commitment from the top leadership. I certainly do agree with this author because for anything to work together in the organization there is need for the employers, management and all the employees to work together in order to succeed in business and if possible stay ahead of competition. Technology has come as a positive and negative challenge to most organizations especially depending on their marketing skills. Technology has given freedom to both employees and employers, employees can work from home or anywhere cutting down on unnecessary travelling costs and limiting factors of being on an enclosed place.

For the employers they would cut on overhead costs and even where there is need to supervise it becomes unnecessary hence remove the posts if they have them.

The better aware of technology systems there are to use, the better the position the organization is in. Knowing the customer is very important for any good customer service and management. Character and shopping style and tastes of the customer are important for the organization to be aware of as this information is always useful in the future. There are many benefits for having technology in conjunction with customer service as well as disadvantages, although it seems it is best to use technology in order to improve customer service. The organization should try to minimize thievery were possible especially from its employees and competitors. Study your customers well because some need assistance on deciding which product to buy and the employee in this case needs to give constructive advice that of course should make a sale.

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