

↗ The importance of excellent customer service

Conclusion



It is clear to Portakabin that good customer service is vital. It is aware that satisfied customers return to the business and ensure that healthy profits are made. They also help to build a good reputation. Working hard to make certain that this gets even better, Portakabin uses market research and different types of data to ensure it gets a clear message about what customers do and don't like. It knows that if customers receive good service 'This time, next time, every time,' then they are more likely to return.