

IMPACTS OF POSITIVE RELATIONSHIPS

Building genuine, productive relationships is essential to creating lasting customer loyalty. Here's a look at the benefits of positive relationships for Customer Service Professionals:

- Mutual support
- Opportunities to advocate
- The power of synergy
- Reduced impact of errors
- Business growth
- Shared pain and gain
- A more enjoyable workday
- Recognition



Bottom line: strong relationships position you as a top service provider. Trustworthiness is key—keep your promises, and you'll earn trust. When relationships flourish, everyone benefits: customers win, the company prospers, and you experience personal and professional success. Building relationships takes commitment, but it's essential to serving with excellence and integrity.

*For a full discussion on building customer relationships, see Chapter 2 of *Maximizing Customer Loyalty* by C. William Crutcher.*

