
Importance of customer service in marketing 5.0

Erika Katusca Leon Cabeza*

Abstract

This study examines the relevance of customer service in the formulation of effective marketing strategies in the current context. As society advances, marketing has evolved, allowing a more agile and direct access to the information necessary for the acquisition of products and services. This research is based on a documentary analysis that includes articles, bibliography and other documents, with the purpose of providing a solid conceptual framework on customer care and its practical implementation. The findings underline that continuous, fast and efficient customer service not only improves the customer experience, but also fosters customer loyalty and contributes to the acquisition of new customers. In conclusion, strengthening customer service is positioned as a fundamental pillar in the success of contemporary marketing strategies.

Keywords: planning, marketing, customer, customer service, customer loyalty

* MASTER'S DEGREE, Instituto Superior Tecnológico Universitario Corporativo Edwards Deming
eleon@deming.edu.ec <https://orcid.org/0009-0000-7650-7332>

Importancia del servicio al cliente en el marketing 5.0

Resumen

Este estudio examina la relevancia del servicio al cliente en la formulación de estrategias de marketing eficaces en el contexto actual. A medida que la sociedad avanza, el marketing ha evolucionado, permitiendo un acceso más ágil y directo a la información necesaria para la adquisición de productos y servicios. Esta investigación se basa en un análisis documental que incluye artículos, bibliografía y otros documentos, con el propósito de proporcionar un marco conceptual sólido sobre la atención al cliente y su aplicación práctica. Los resultados subrayan que una atención al cliente continua, rápida y eficaz no sólo mejora la experiencia del cliente, sino que también fomenta su fidelidad y contribuye a la adquisición de nuevos clientes. En conclusión, el fortalecimiento de la atención al cliente se posiciona como un pilar fundamental en el éxito de las estrategias de marketing contemporáneas. **Palabras clave:** planificación, marketing, cliente, servicio al cliente, fidelización de clientes

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INTRODUCTION

Customer service is an essential component that encompasses the creation of a positive customer experience before, during and after the purchase to ensure customer satisfaction. High-quality customer service creates the consumer's perception that they are

valued and listened to during every interaction with the brand. Having a trained customer service team is as crucial as offering the right product. Although this component may involve additional costs, it is more appropriately considered a strategic investment. Exceptional customer service can translate into increased revenue, strengthened loyalty and an ability to attract new customers, especially through digital channels. It also fosters a solid reputation, supported by the oldest and most effective method of advertising: word of mouth.

In today's context, customer service has had to evolve to align with the growing expectations of consumers, who, along with technological advancement, demand more authentic and lasting interactions. It is critical to establish an emotional connection with the customer, ensuring that the brand team is genuinely committed to understanding and addressing their needs, even without the expectation of an immediate purchase. When every member of the customer service team achieves this, a significant return on investment (ROI) in this area is potentialized.

To optimize customer service performance, it is advisable to divide this department into three key areas, each staffed with trained personnel to handle their respective functions, establishing response times and guidelines for problem resolution.

The suggested areas are:

Customer service: Consists of offering personalized service to the consumer during and after the purchase, including follow-up and resolution of inconveniences.

Customer service: Refers to the support provided to the customer during their visit to the company or when interacting with the brand, in order to ensure a satisfactory experience.

Customer support: This sector is responsible for resolving technical problems or exchanging defective products; when an immediate solution cannot be found, the case is referred to customer support to explore alternatives.

In summary, it is essential to invest in the training and structuring of a customer service department to ensure that the brand reaps multiple long-term benefits, such as improving corporate image, strengthening corporate culture, significantly increasing consumer loyalty, generating additional revenue and differentiating itself in the marketplace from the competition.

MATERIALS AND METHODS

Consequently, the above mentioned in the introduction of this article, was achieved by carrying out a bibliographic-documentary research, through the technique of analysis and interpretation of texts, from a qualitative approach, using bibliographic records.

Today, the development of an effective marketing plan for a brand, whether in a face-to-face or online environment, must include, as one of its most critical components, customer service. This dimension not only focuses on resolving concerns, but also seeks to create a unique sensory experience that promotes brand loyalty. To achieve this objective, it is essential to establish a roadmap that breaks down weekly goals, allowing to identify and correct service failures in a timely manner.

Among the essential elements that will contribute to the creation of optimal customer service is the proper selection of personnel. It is crucial that the team is composed of individuals who are not only competent, but also share the brand's values and philosophy. Ongoing training is equally vital, and the results obtained must be monitored. As Michelli highlights in his book *The Starbucks Experience*, employees must be welcoming, authentic,

knowledgeable, considerate and engaging. These characteristics are critical to successful customer service.

Another relevant aspect is the development of an attractive website in the digital context. The brand's website plays a crucial role in customer service, since users tend to abandon a page in less than a minute if it is not visually attractive or easy to use; therefore, it is essential to create a user-friendly interface that not only captures the customer's attention, but also facilitates their navigation and search for relevant information.

In addition to the above, the accessibility of customer service channels is imperative to ensure that all customers can communicate effectively. The channels must be accessible through various platforms, whether by chat, phone call, email or any other means that the company decides to implement. This accessibility is key to being able to serve customers when they need it.

In today's reality, service personalization is a powerful strategy that not only enhances the customer experience, but also fosters loyalty. Interacting in a personalized way at each stage of the buying cycle helps customers feel that their needs are being specifically addressed. A personalized approach allows the company to differentiate itself from the competition and enhance word-of-mouth marketing, which is an invaluable resource in the digital age; this, coupled with an understanding of the customer's needs, allows it to provide truly effective customer service.

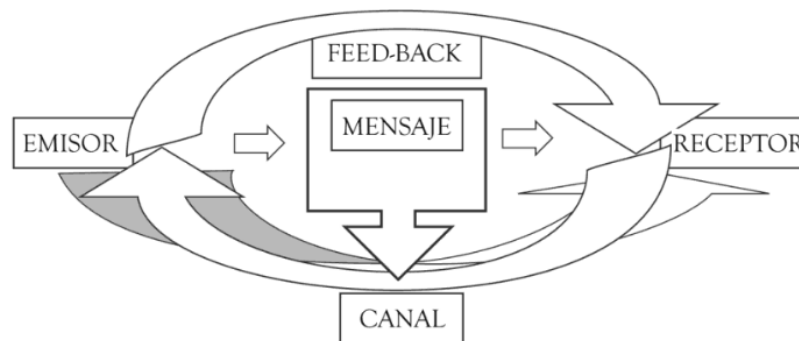
Understanding customer motivations is essential. Knowing why a customer is looking for a product, making a complaint or requesting assistance can guide the interaction more efficiently. It is essential to "scan" the customer's needs, as this will allow you to provide a

service tailored to their expectations, thus generating a stronger connection between the brand and the consumer.

RESULTS

According to Couso , in his book *Atención al cliente: A Practical Guide to Techniques and Strategies*, proper communication is key to success in this area. This implies a clear transmission of information between the sender (brand representative) and the receiver (customer), which allows valuable feedback to be collected that can guide future improvements.

Illustration 1 . Adequate communication



Loyalty in these times is a very important issue because the competition and similarity of products, leads us to have to draw a difference in our marketing strategy; taking into account that the consumer market today is more demanding and have the facility to demonstrate their satisfaction or discomfort in social networks, thus causing success in the campaign or brand crisis in less time than we think. So this leads us to have well controlled: the service, the product, the relationships and the added value that we manage with excellent communication between the customer and customer service.

It is important to consider that the modality of the service may influence the aspects to be taken into account. Thus, in face-to-face customer service, factors such as appearance, non-verbal communication and efficiency are paramount. On the other hand, in online customer service, the tone of voice, pronunciation and the capacity for immediate response are decisive in providing a satisfactory experience.

Finally, the key to success in any marketing strategy is being able to discover the customer's needs and wants. Active listening, which consists of capturing what they like and hate, as well as their expectations of how they want to be treated, is critical. By answering questions such as What do your customers like? What do they hate? How do they like to be treated? What do they want to hear? Because the consumer is the important key to the success of the company or brand, the brand can adjust its tactics and ensure that the consumer feels valued and understood. Customer service is a fundamental aspect of the marketing plan that not only impacts brand perception, but also influences its long-term success. By strategically implementing these approaches, companies can create memorable experiences that not only satisfy customers, but also foster customer loyalty and promote business growth.

CONCLUSIONS

In conclusion, customer service has become an essential element in the framework of Marketing 5.0, where the customer experience becomes the central axis of commercial strategies. This article has shown that customer service is not limited only to problem solving, but should aim to offer a multi-sensory experience that engenders brand loyalty. In this sense, establishing a roadmap with periodic

goals is crucial to quickly identify and correct service failures, thus ensuring continuous improvement.

It is concluded that the process begins with the selection and adequate training of personnel, whose attitude and knowledge are decisive for the success of customer service. The development of an attractive and functional website acts as a vital channel for customer interaction, where the first impression can make the difference between abandonment or conversion. Accessibility to multiple customer service channels is indispensable in an increasingly digital world, allowing consumers to choose the medium that best suits their needs at any given moment.

On the other hand, service personalization is a key strategy, as today's customers value being served in a unique and specific way. This approach not only enhances the experience, but also translates into increased word-of-mouth marketing, amplifying the brand's reach. Understanding the underlying needs of customers and maintaining effective communication are pillars for building a strong and lasting relationship with the consumer.

It can be inferred that active listening, understood as the ability to capture and analyze customer preferences and expectations, proves to be a fundamental tool for adapting tactics and the sense of appreciation offered to each individual. In conclusion, integrating this broad spectrum of elements into a marketing plan is not only vital for customer satisfaction, but also for business growth and sustainability in today's competitive environment. Customer service, therefore, should not be underestimated; it is a strategic component that can be a key differentiator in the quest for business excellence.

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