

客户服务管理词汇 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/251/2021_2022__E5_AE_A2_E6_88_B7_E6_9C_8D_E5_c85_251033.htm

英：Pro-active customer care Anticipating and meeting customer needs at critical points of the customer life-cycle. This includes periodic follow-up, customer rewards, other perks, providing VIP and other membership privileges, and in some cases, personalized service (e.g. sending out birthday/anniversary cards). Follow-up The process or act of returning a customer ' s call on an issue or executing a task to address a customer ' s concern. It is usually a feedback-soliciting process to determine the effectiveness of customer service and delivery. Feedback The process of giving and receiving input in the form of comments, opinions, observations, and analysis to either validate or invalidate the customer service system. Customer touch-points Specific actions that are carried out at measurable intervals during a customer life-cycle. It ' s a tool to ensure that the customer feels cared about, and that the company values his or her business. Customer loyalty Condition where a customer, because of favorable experiences with a product, service, or company, voluntarily and gladly chooses to remain a loyal consumer of that product, service, or company. He or she is unwilling to switch brands in spite of marketing and advertising campaigns by competitors. Value proposition The characteristic of enhancing the desirability of a product, service, or brand identity by adding further intrinsic value to the existing package. It is usually made in the form

of an offer to the customer which incorporates a call to action to which the customer responds favorably to. Tracking & learning Process of measuring the entire customer-care life-cycle and system including all its critical way points, to modify, improve, or remove any touch points necessary to improve the process even further. The lessons learned from this assessment are used to validate or invalidate components of the system. The ones which are useful are kept, the ones which aren't are discarded or modified. Best practices / World-class practices These are practices or ways of meeting or exceeding customers' expectations, which have evolved to such a high standard that no immediate changes need to be made to the process or system. They are the yardstick or role model which other systems, companies, etc. try to match.

中：积极主动的客户服务 顾客一生中在一些重要阶段都会有特殊需要。商家不但要期望获得顾客的要求，更重要的是要满足这些需求。这主要包括定期的后续服务工作、客户奖励以及其他一些特别服务，如给予VIP和其他等级的会员特殊待遇。在一些情况下，还可以提供一些人性化的服务（比如寄送生日卡或周年纪念卡等）。

后续服务工作 这是一个回复客户业务来电或解决客户关心的问题过程。也往往是确定客户服务工作是否有效的意见反馈或措施。

反馈意见 这是个给予或接收各种形式的反馈意见的过程，反馈包括各种评价、意见、观察报告或分析，通过这些反馈决定现行客服工作系统是否有效，是否值得继续运行。

关注客户的情感点 在客户生活和工作的重要时刻给予特别的服务，这会让你的客户感觉到你对他的关心以及你对双方合作的重视。

客户忠实度 客户基于对某产品或服务比

较满意，或与公司的合作比较愉快，会自愿留下来继续使用该产品或服务。无论其他公司采取怎样的营销和广告手段，客户都不会转换品牌。增值建议通过增加现有产品、服务或品牌的内在价值来增加其可取之处。通常的形式是承诺对客户随时提出的问题即时解决，并达到让客户满意。主要是增加售前售后服务，当然也有通过打折销售以回报消费者的措施。追踪衡量整个客服系统和运行周期的过程，并秉着“一切为提高服务效率”的宗旨，对各环节工作进行修改，改进或摒弃。从评估的结果来决定哪些环节可以继续使用。有用的将被保留，没用的则会被摒弃或修改。最佳方案/世界一级方案 这些是能够满足甚至超越客户期望值的策略和方法，由于已经达到极高水平，所以近期无须做出任何改动。它们是所有其他系统、公司等力求达到的标准或效仿的。100Test 下载频道开通，各类考试题目直接下载。详细请访问

www.100test.com