

Sky is the Limit



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This is the tag line of Sky network which emphasises the customer obsession of the brand. I selected this case from the industry “Media” to underline the most important ingredient of Customer Service - **OBSESSION for providing best services to the customer.**

SKY Team believes :

“We want to offer the best service in the country – irrespective of sector – and we won’t rest until we do that,”

Sky always benchmarked with the likes of Amazon, Apple and First Direct in terms of Customer Service; but they aim even higher: ‘We want to be the name that’s mentioned first and they want people to ask who provides great customer service? And to immediately think of Sky – irrespective of them being a Sky customer or not.’ - **This is OBSESSION**

“Doing the right thing from the customer’s perspective, taking ownership for anything that the customer needs and teamwork.”

Excellent customer service, is to make it as effortless as possible, it’s consistent, and it’s reliable. Customers value customer service but they don’t buy Product for customer service. They buy it for fulfilling their demand.

SO please remember CUSTOMER SERVICE is a PLUS +

I hope you start your obsession for customer service from today and create WOW Experience for your customers in your work forever.



Enjoy Happy customer service Experience

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