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**To:** Kester, Tonykester@aging.sc.gov  
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10/6/2015

### **Celebrating Good Customer Service**

National Customer Service Week not only honors customers but also raises awareness of the importance good customer service (also known as customer experience, or CX) plays in an organization's success.

At BusinessUSA, we strive to meet the needs of customers every day by providing business owners, managers and entrepreneurs with critical resources they need to thrive and grow.

In this newsletter, we highlight a few of this week's customer service activities, as well as some success stories and helpful tips to help you improve your company's customer service operations.

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### Network and Learn

Interested in networking and learning from others? Tuesday is CX Day, a day full of live and online events devoted to learning from customer service innovators and sharing strategies. So whether you need help justifying the importance of customer service training or just need to sharpen your company's customer service skills, there's something for you.

[View a full list of live and online CX Day events.](#)

Be sure to also check out the Small Business Administration's course [on defining and implementing better customer service](#).

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### Involve the Boss(es)

Do your customer service reps feel appreciated? One way to show them how important they are to your company's success is to make sure that the CEO and other managers reach out directly to say thanks—and make that appreciation known to the rest of the staff, too.

From other ideas like placing high-level executives on the "front-lines" of customer service to hosting a Twitter chat, here's a list of fantastic ways to [give your customer service reps the VIP treatment](#).

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### Actions vs. Words: 10 Success Stories

Listening to your customers can yield huge benefits—even if the customer is only 3 years old. For one London supermarket, it resulted in a brilliant new idea and some free publicity.

Looking for more inspirational ideas? [Read these ten customer service success stories](#) that cover everything from driving miles out of the way to deliver a free meal to pampering a stuffed giraffe.

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### Social Media Twitter and Customer Service

A lot of companies use social media to market to current and potential customers. But social media can also be a powerful way to provide agile, responsive customer service. That's because it allows for an immediate response, and reps can

engage customers in a more casual, friendly way that may be more in keeping with your company's brand.

Read about why companies should [use social media as their customer service portal](#).

And be sure to take a look at these [tips on how to get started](#) using Twitter for customer service.

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### **In Other News: Fire Prevention for Small Businesses**

In honor of National Fire Prevention Week (October 4th - 10th), we urge all business owners to prepare for the unexpected. From educating your team on the PASS method for effectively using a fire extinguisher to mastering evacuation procedures, taking the right precautions can ensure that you and your employees remain safe in the event of a fire.

Check out this great handout for small businesses from the Texas State government about [the key elements of a sound fire prevention plan](#).

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### **Stay Connected!**

Are you following us on Twitter? If not, you've missed a lot of great information! Check out the **Best 5 Tweets** from the past week below. Follow us at [@BizUSA](#).

1. Are you up to date on the changes to the #SmallBusiness #Healthcare Tax Credit? #ACA [\[Tweet\]](#)
2. From lists to scoring systems, here are 7 tips that will help you make objective #biz decisions [\[Tweet\]](#)
3. Four Ways Understanding #Data Can Inform Your #Export Strategy: [\[Tweet\]](#)
4. #GoodRead: The key elements of a good #business plan: [\[Tweet\]](#)
5. Helping U.S. #biz become successful in #energy markets #2015AEMCSummit #REtopmarkets @CommerceGov [\[Tweet\]](#)

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