Customer Service

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Customer service is crucial to Zappos as the business is based on a website which implies a minimum face to face customer interaction with the customer. The customer service team is essential to ensure sales over the phone or through chat support. In case of complaints, customer service represents the company’s attitude towards the client and any unacceptable behavior will reflect badly on the company's reputation. Therefore, the customer service team needs to have some extraordinary skills in order to sell the maximum amount of merchandise in a feasible way. At Zappos, some of the key skills that customer service agents must have, include, but are not limited to: attentiveness to listen to customers and address their genuine concerns, effective communication skills to get Zappos' side of the story to the customer and the ability to determine what the customer wants so the appropriate response can be accorded.

 Zappos trains its employees in every aspect of the company, specifically in the art of customer service, regardless of the department they are in. The training course inculcates the customer service culture in new employees who understand every part of the company. This ensures that each department appreciates the work and effort being put in by other employees and this generates respect among co-workers. The fun activities each department conducts leads to an optimistic and progressive environment at the office. The positive energy flowing around the office is one of the major reasons Zappos' customer service is superior and manages to make an enormous amount of sales.

 Operations management in Zappos is unique due to many factors. The mingling of employees - regardless of hierarchy – from different departments creates a unique office experience that ensures maximum output since employees are not stressed out. Another aspect of OM in Zappos is the encouraging environment that leads to innovative ideas and results in the evolution of operations towards a better company output.