

# PROBLEM STATEMENT

Customer service is often overlooked, but inevitably one of the most important parts of a business. Often, it is said that good customer service is the best kind of marketing. And every organization should strive to excel at their customer service.

But, it is easier said than done. Customer service is highly challenging, very dynamic and at-times super frustrating job. In this post, we will discuss the top customer service challenges and how to overcome them. Let's jump right into it.

## 1. Understanding Customer Expectations

A business caters to a large variety of customers. Every customer is different and has different expectations in terms of product and service. Their desires, expectations, must-haves are all different from one another.

## 2. A Customer Demands Something You Cannot Do

At times, the customers demands for a discount you can not give, a feature you can not build or some customization you can not do. Customer service professional often finds themselves in these scenarios.

## 3. Dealing With Service Outage Crisis

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