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Sharing Customer Experiences

Customer service is a very important part to any business. It is known as the service a company provides to its customers in order to help them with any questions and maintain their satisfaction with the products. After all, customers are the people who purchase the products in exchange for their money to keep the business going. Some companies have great customer service experiences while others need to improve their services. Moreover, some companies could even be frauds so it is important to be careful online and watch out. I personally had a great interaction with an agent at Amazon.

The customer service I received at Amazon was phenomenal. The situation was that I was unknowingly charged for Amazon music for 3 months. I realized 3 months later after the first charge that I was getting recurring charges and never canceled the Amazon music membership. I called customer service and the representative was so thoughtful throughout the call. I expressed my concern and he gave me a refund after looking into the problem. The whole call just lasted 20 minutes and felt personable. He even talked about how he would be welcoming a baby soon. I congratulated him and he took the time to pronounce my name correctly as well as ask its origin as well as where I'm from. The call felt very interpersonal and I had a smooth time with the service throughout. Not many companies I've talked to have this type of interaction and it would be nice if this were a common norm. I would definitely recommend talking to Amazon customer service with any concerns about orders and/or subscriptions as they are very helpful.

When looking at other peer's customer interaction, some common themes were emulated in the overall experience. The good experience ended in the customer gaining a benefit from their call whether it be points for their troubles or refunds. The bad experience ended in the company not responding at all or not taking the time to resolve any issues. One experience that a peer highlighted was their experience with the customer service at American Apparel. They placed an order online only to be canceled an hour later. They contacted a customer agent who started asking odd questions such as buildings near their address. Then the agent talked to another agent asking if they could handle the "rude" customer. My peer was surprised this was happening and never wanted to buy another item from there again. Now the company is bankrupt which is evident because of their poor customer service. If the agent had considered the request and not spoken about the customer's rudeness, the situation wouldn't have happened. Overall, it's important to have quality customer service and ensure customer satisfaction.