

Name:

Date:

READING COMPREHENSION WORKSHEETS

THE IMPORTANCE OF CUSTOMER SERVICE

Excellent customer service can make or break a business. When customers feel valued and heard, they are more likely to return and recommend the company to others.

On the other hand, poor service can damage a company's reputation and reduce sales. Good customer service includes active listening, problem-solving, and polite communication.

Training employees to handle customer concerns effectively is a key investment for long-term success.

Questions:

- 1. What effect does good customer service have on a business?*
- 2. What are the risks of poor customer service?*
- 3. List two qualities of good customer service.*
- 4. Why is employee training important?*
- 5. What does "investment" mean in this context?*