

## **CONCEPTION OF A CUSTOMER SERVICE SYSTEM**

### **Summary**

A customer service system of a company consists of resources, organisational units, processes, and relations between them, which appear in direct or indirect contacts with customers and operate to meet customer needs and ensure customer satisfaction.

A customer service system in a company should be developed and implemented in the following order:

- 1) system design,
- 2) system documentation,
- 3) customer service system implementation.

The company customer service system should identify, integrate, structure and reconcile all actions of a company relating to personal and non-personal contacts with the customer.

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