

## Quadrant II – Glossary

**Paper Code** : UCOD107

**Module Name** : Customer service- Meaning, Standardization Vs Customization

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### Glossary of terms:

- **Customer:** a person who buys goods or services from a shop or business. A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them, businesses cannot continue to exist
- **Service:** services are the non-physical, intangible parts of economy. Business services are referred to as the activities that assist business yet does not deliver a tangible commodity
- **Customer service:** Customer service is referred to those set of activities and programmes undertaken by retailers, which will increase the value customers receive from the merchandise and services they purchase and also make their shopping experience more interesting and rewarding.
- **Standardization:** Standardization means establishing a set of rules and procedures which are implemented consistently.
- **Customization:** Customization encourages service providers to tailor make the services to match the customer's personal need.