

INDUSTRY INSIGHT

Cutting-edge Insight from Industry Insiders

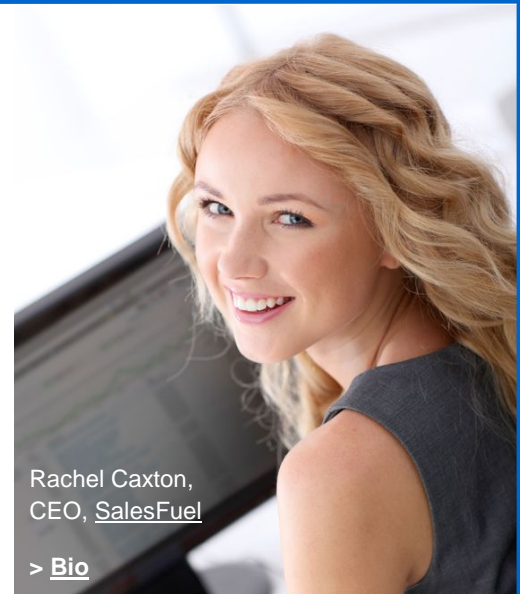
CUSTOMER SERVICE

Customer service: Why less means more

SalesFuel

Customer Service

Japan's customer service industry is undergoing rapid change. Service expert Rachel Caxton provides the lowdown on the latest developments



Rachel Caxton, CEO, [SalesFuel](#)

> [Bio](#)

10-SECOND BRIEFING

- Customer service training in Japan is surging due to greater social media backlash
- Great customer service should focus on immediate contact and long-term repeat business
- Research customer service practices around the world.

About Rachel

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Business Dashboard

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Effective customer service is vital for businesses regardless of whether it is used to resolve customer complaints, communicate with customers, or simply make a great impression. But is it a viable strategy in the face of a surge in new competitors more interested in quick profits?

Business reporter [Jon Walsh](#) spoke with [Rachel Caxton](#), CEO of [SalesFuel](#), to discover some of the company's new strategies to fend off competition and maximize growth.

What's the biggest news in Japan's customer service space?

Under Rachel's stewardship, customer service startup SalesFuel rise has captured not only hearts and minds, but also hundreds of hours of advertising and media time.

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Which areas of Japan's customer service space are experiencing the fastest growth at present?

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Which industry trends are likely to impact the customer service space in future?

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SalesFuel team

Main benefits of corporate customer service training?

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Top tips for people introducing a customer service program?

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How are you helping the industry move forward?

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What are your predictions for the customer service industry in 2020?

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What changes are you seeing in the customer service space?

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Which areas of the market have the greatest potential?

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What does SalesFuel do?

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What are your key services?

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