**Customer Service Management**

Most of the customers are not high maintenance customers but they have a few items that cause the highest losses for the company. It means that the customer will continue to generate high expenses in the future and hence the company will be losing out on future profits. So, this is why they tend to get rid of them. There are ways to get them back even after they have turned out to be high maintenance in the future. This is where the customer support team comes into the picture and helps the company keep them from returning and hence generate future profit. However even in case they are able to get the high maintenance customer back, the loss in revenue from the existing customer, as well as any extra costs on the investment of the customer support, will still be greater. The only way to prevent having a large contingent of high maintenance customers is to charge them the right fee so that they stop taking services. To encourage such behavior, you have to ensure that the service they are using is good (Jin, D., Nicely, A., Fan, A., & Adler, H. (2019)).

They are also more likely to bring in unproductive customers, which is a major issue for any business. In some cases, the customer is also a source of unproductive or bad service to the business. Therefore, it is better to cut all ties with the customer. However, most customers only generate small losses or no profits. These types of customers need to be kept to a minimum. It is also a good idea to ask for the customer's feedback on the service as well as the product. Ask for improvements to product designs and quality and give the customer a chance to make their own improvements in the meantime. Always be sure to write a quality management report. This should be an excellent report that includes details about every service and every product you provide. Make sure to document every service request and every customer complaint. It was the customer's obligation to be satisfied. In the old days, all decisions were made by the senior company executives who knew what was best for the company. But it didn't make sense in the age of information and the internet (Butt, A. S. (2019)).

**References**

Butt, A. S. (2019). Consequences of top-down knowledge hiding in firms: A pilot study. *Heliyon*, *5*(12), e03000.

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