**The Key is Customer Satisfaction**

The key to most businesses' success is customer satisfaction. Giving customers everything they expect and MORE causes customers to return. The best way to hold on to customers is to provide friendly service, accurate information and constantly add more and more value to your products and services.

In order to improve your customer service department you need to ask new questions to improve your services. Review you company customer care policies and continually ask how to improve customer satisfaction so that you can stay competitive in these changing times.

Keep your clients happy and your business grows and improves. It's as simple as that.

**Multiple Choice Comprehension Questions**

1. What is the key to business success?
   * Customer satisfaction
   * Good advertising
   * Investment
2. What type of information needs to be provided?
   * False
   * Accurate
   * Simple
3. What needs to be reviewed?
   * The team members
   * The customers
   * The customer care policies
4. What happens when you keep your clients happy?
   * Your business grows and improves.
   * Your business stays at the same level.
   * Your clients go to competitors.