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GIVA'S 50 ENCOURAGING CUSTOMER SERVICE MOTIVATIONAL QUOTES

It's no secret that happy customers are the heart and soul of any business. With happy customers, you get a healthy business that can thrive and make a positive influence in its respective industry. Or, for you foodies out there, think of it this way: happy customers are the bread and the butter of fancy restaurants. They come first.

With that in mind, let's dive into today's blog — a listicle of motivational quotes for customer service (or are you thinking about yummy bread and butter?). Why a list of awesome quotes? Well, because you never know when your customer service team might need a pick-me-up.

So, the next time you present to your team, slide in any of these inspirational quotes and watch your people return to work with newfound vigor.

- [Inspiring Customer Service Quotes](#)
- [Humorous Customer Service Quotes](#)
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- [Leadership Motivational Quotes](#)
- [Quotes About Poor Customer Service](#)
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Inspiring Customer Service Quotes

Part of running a business is staying motivated and inspired day in and day out. We know that can be hard sometimes! When it feels that way, that's what these quotes are for. Enjoy!

1. **"The customer experience is the next competitive battleground."**
 - Jerry Gregoire, former Senior Vice President and Chief Information Officer for Dell Computer Corporation.
2. **"Customer satisfaction is worthless. Customer loyalty is priceless."**
 - Jeffrey Gitomer, author speaker, self-proscribed "King of Sales"
3. **"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."**
 - Sam Walton, American business magnate known for founding Sam's Club and Walmart

4. **"It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages."**
 - Henry Ford, the legendary inventor of the automobile
5. **"If you are not taking care of your customer, your competitor will."**
 - Laurie McIntosh, facilitator, writer, and editor at Business Training Works, Inc.
6. **"Customers will never love a company until the employees love it first."**
 - Simon Sinek, author, speaker, and marketing consultant.
7. **"Your customer doesn't care how much you know until they know how much you care."**
 - Harvey Mackay, American businessman and author
8. **Creating and sustaining a customer-focused culture is a neverending journey that takes hard work, dedication, and commitment."**
 - Jeff Toister, customer service author, trainer, and consultant
9. **"To never lose a customer again, you must meet our customers (whoever they are) where they are in their emotional journey."**
 - Joey Coleman, best-selling author and customer experience expert
10. **"Customer service is the crucible of the customer experience — the place where all of the company's claims, its mission, and its values are tested."**
 - Mathew Dixon, Nick Toman, and Rick Delisi, best-selling authors and faculty of the Corporate Executive Board

Humorous Customer Service Quotes

There is nothing wrong with adding a little humor into your day-to-day, right? We agree! We loved these quotes because they have the perfect balance of motivation and humor.

11. **"Customers don't care about your solutions. They care about their problems."**



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- Dave McClure, entrepreneur and investor

12. **"The customer's perception is your reality."**

- Kate Zabriskie, corporate coach and author

13. **"Customer service isn't about telling people how awesome you are, it's about creating stories that do the talking for you."**

- Anonymous

14. **"You are serving a customer, not a life sentence. Learn how to enjoy your work."**

- Laurie McIntosh, facilitator, writer, and editor at Business Training Works, Inc.

15. **"Good customer service costs less than bad customer service."**

- Sally Gronow, expert in Customer Service Improvement

16. **"Sales without Customer Service is like stuffing money into a pocket full of holes."**

- David Tooman, customer service expert

Bonus Content: AI-Powered Customer Service Software

Are customer service motivational quotes not good enough? Are you still looking for ways to "up the ante" when it comes to your business's customer service?

Giva has created [AI-powered customer service software](#) so you can focus on delivering customer happiness and worry less about unhappy customers. Similarly, Giva also has created [AI-powered help desk software](#).

Giva's customer service and help desk software allow you to resolve issues quickly, automate workflows, and get immediate and actionable insights about your business. All of that is possible after just one hour of training!

[Get a demo](#) to see Giva's solutions in action, or start your own [free, 30-day trial](#).

Marketing and Customer Service Quotes

Marketing and customer service go hand in hand. They are like two peas in a pod. Or peanut butter and jelly. Should we continue with the food metaphors or get back to the quotes?

17. **"Customer service is the new marketing."**

- Anonymous

18. **"One customer well taken care of could be more valuable than \$10,000 worth of advertising."**

- Jim Rohn, American entrepreneur, author, and motivational speaker

19. **"The purpose of a business is to create a customer who creates customers."**

- Shiv Singh, marketer, author, and former senior vice president at Visa

20. **"Satisfaction is a rating. Loyalty is a brand."**

- Shep Hyken, a leading authority on customer service and customer experience (CX), award-winning keynote speaker, and best-selling author

21. **"The best brands in the world are the ones that consistently create an exceptional experience for their employees and their customers."**

- Elizabeth Dixon, speaker, business leader, and entrepreneur

Leadership Motivational Quotes

It's never a bad time for some motivational quotes about leadership, especially if they help you get fired up!

22. **"Leaders succeed when they create a unified team with a singular mission — when all employees perform like they are all in the same boat."**

- Jon Rennie, author

23. **"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go but ought to be."**

- Rosalynn Carter, American writer, activist, and humanitarian who served as the first lady of the United States from 1977 to 1981

24. **"Leaders must encourage their organizations to dance to forms of music yet to be heard."**

- Warren Bennis, American scholar, organizational consultant and author

25. **"The best principals are not heroes — they are hero-makers."**

- Roland Barth, founder of the Principal's Center at the Harvard Graduate School of Education

26. **"As a leader, it is important for others to see you modeling your expectations and vision through your attitude and your daily actions and conversations."**

- Jeanne Spiller, assistant superintendent for teaching, and Karen Power, consultant and former teacher, principal, superintendent, and senior advisor.

27. **"Leadership has always been and always will be, a choice. It's not a strategy; it's a state of being."**

- Tim Herbert, a keynote speaker, writer, workshop facilitator, and the CEO and Founder of Trilix

28. **"You work not in an organization but an organism. And you're the lifeblood of it."**

- Scott Mautz, popular business-inspirational keynote speaker and former senior executive of Proctor & Gamble

Quotes About Poor Customer Service

We know customer service isn't all rainbows and unicorns. Sometimes, mistakes are made, or customer service interactions go south.

29. **"In the world of Internet customer service, it's important to remember your competitor is only one mouse click away."**

- Doug Warner, former chairman of the board of J.P. Morgan & Co

30. **"It takes many good deeds to build a good reputation and only one bad one to lose it."**

- Benjamin Franklin, founding father of the United States

31. **"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."**

- Maya Angelou, legendary American memoirist, poet, and civil rights activist

32. **"Your most unhappy customers are your greatest source of learning."**

- Bill Gates, American businessman and philanthropist, and former CEO of Microsoft

33. **"Always keep in mind the old retail adage: Customers remember the service a lot longer than they remember the price."**

- Lauren Freedman, e-commerce expert

Motivational Quotes

Having a hard time feeling motivated? Or do you want to motivate your team to push through a busy and stressful time at work? The following motivational quotes are for you.

34. **"The pursuit of quality rather than quantity can bring about the greatest success in terms of personal achievement and happiness."**

- G. Shawn Hunter, entrepreneur, speaker, best-selling author, and currently Founder and President of Mindscaling

35. **"Success is not final; failure is not fatal: It is the courage to continue that counts."**

- Winston Churchill, former Prime Minister of the United Kingdom

36. **"The fact that you are imperfect is not a sign that you have failed; it is a sign that you are human, and more importantly, it is a sign that you still have more potential within you."**

- Brianna Wiest, bestselling author

37. **"We all deal with setbacks, but in the long run, the quality of our lives often depends on the quality of our habits. With the same habits, you'll end up with the same results. But with better habits, anything is possible."**

- James Clear, writer, and speaker focused on habits, decision-making, and continuous improvement

38. **"The difference between success and failure is the stories we tell ourselves."**

- Mark Batterson, New York Times bestselling author

39. **"It's quite a good ethos for life: go into the unknown with truth, commitment, and openness, and mostly you'll be okay."**

- Alan Cumming, award-winning actor

40. **"Greatness is discovering your unique gifts and talents to pursue your meaningful mission and make the maximum positive impact on the people around you."**

- Lewis Howes, a New York Times best-selling author

41. **"Wherever you are in life — whether you're a teenager, twenty-one, forty, sixty-five or even ninety [...] — you need to know two things about success: success is not about financial wealth [and] success is not absolute."**

- John Ply, entrepreneur and author of *You Can Be the Best: Life Lessons from the Butcher and the Businessman*

42. **"There are no shortcuts, and there are no simple paths. It's all about how prepared, how ready, and how willing you are to take on life's challenges despite any difficulties you face and how you can thrive through the process."**

- Nate Green, an award-winning CEO, founder, and entrepreneur

43. **"When a man is pushed, tormented, defeated, he has a chance to learn something."**

- Ralph Waldo Emerson

Motivational Customer Success Quotes

Customer success is equally important to customer service. Therefore, we figured some customer success-focused quotes would be helpful also.

- 44. "Customer success is the one constant in the customer's life cycle with your company. Customer success is *always* there (physically or digitally), and this philosophy should be spread out across the entire company. [...] it is essential for the success of all departments."**

- Wayne McCulloch, the world's leading customer success expert, a Top 100 Customer Success Strategist, and former Senior vice president of Salesforce
- 45. "Customer success grows in importance every day as companies recognize that the foundation of continued success and growth is built upon a satisfied and renewing customer base."**

- Mary Poppen, Chief Customer Officer of SAP SuccessFactors
- 46. "Simply put, customer success is the organization or philosophy designed to drive success for the customer. [...] You see, successful recurring revenue customers today do two very important things: they remain your customers, [and] they buy more stuff from you."**

- Nick Mehta, Dan Steinman, and Lincoln Murphy, authors of *Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue*
- 47. "Business success = customer success"**

- Therese Tucker, CEO and founder of BlackLine
- 48. "Customer success is a critical component of any subscription business. It's not just about the technology but how to ensure users and companies gain continuous business value from your product."**

- Christina Kosmowski, Vice President and Global Head of Customer Success for Slack
- 49. "As the global economy fundamentally shifts toward becoming a subscription economy, the role of the customer service leader is critical to protect and grow your customer base and, in turn, establish category and market leadership."**

- Ajay Agarwal, partner at Bain Capital Ventures

50. **"The customer service function is the bridge between the customer expectations, the experience they receive, and ultimately, their retention. As a result, customer success is now one of the most significant contributors to company growth."**

- Ashvin Vaidyanathan and Ruben Rabago, authors of *The Customer Success Professional's Handbook: How to Thrive in One of the World's Fastest Growing Careers--While Driving Growth For Your Company*

Use Any of These Customer Service Motivational Quotes for an Inspiring Moment

If a list of motivational quotes like that doesn't get you fired up, we don't know what will!

We hope you enjoyed exploring these quotes. And if any of the quotes got your brain ticking, we recommend cracking open the entire book. There's so much to learn from the talented authors, speakers, and business people included in our list.



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ABOUT GIVA

Founded in 1999, Giva was among the first to provide a suite of [help desk](#) and [customer service/call center](#) applications architected for the cloud.

Now, with hundreds of customer driven releases, the Giva Service Management™ Suite delivers an intuitive, easy-to-use design that can be deployed in just days and requires only one hour of training. Giva's robust, fast and painless reporting/analytics/KPIs quickly measure

team productivity, responsiveness and customer satisfaction resulting in faster and higher quality decision-making. Customization and configuration are all point and click with no programming or consultants required to deliver a substantially lower total cost of ownership.

Giva is a private company headquartered in Sunnyvale, California serving delighted customers worldwide.

