Tell me about the most difficult customer you've ever encountered. What did you do to satisfy the customer? Was it enough? What could you have done better?

What do you think is the most important principle governing customer service? What kinds of things do you do to ensure that this principle is always followed?

Considering your present employer's customer service policies, tell us about the ones that work well. Tell me about a time when you had to go above and beyond the call of duty in order to meet a customer's needs.