

Customer Service Paperback

The success of any organization depends on high-quality customer service. But for companies that strategically align customer service with their overall corporate strategy, it can transcend typical good business to become a profitable word-of-mouth machine that will transform the bottom line. Drawing on over thirty years of research for companies such as 3M, American Express, Chik-Fil-A, USAA, Coca-Cola, FedEx, GE, Cisco Systems, Neiman Marcus, and Toyota, author Goodman uses formal research, case studies, and patented practices to show readers how they can:

- calculate the financial impact of good and bad customer service
- make the financial case for customer service improvements
- systematically identify the causes of problems
- align customer service with their brand
- harness customer service strategy into their organization's culture and behavior

Filled with proven strategies and eye-opening case studies, this book challenges many aspects of conventional wisdom—using hard data—and reveals how any organization can earn more loyalty, win more customers...and improve their financial bottom line.

An invaluable guide to help deliver exceptional customer service and keep customers coming back time and again. Brilliant Customer Service reveals how to:

- Keep the emotional scale tipped in your favour.
- Why silence is never golden.
- How to turn complaints into opportunities.
- Discover the small things that make all the difference.
- Provide a brilliant customer experience with little or no money.
- Turn every customer touch point into powerful opportunities

Includes real case studies from different types of businesses to illustrate the ideas and strategies giving the reader confidence and motivation to put them into practice. Built on 12 years of experience of delivering excellent customer service training to blue chip companies. Debra Stevens is a trainer, coach, mentor key note speaker and founder of Sold Out Trainers (www.soldout-trainers.com). She has 25 years of experience in delivering high impact experiential training solutions to many top companies throughout the UK, Europe, Asia and the USA, including Debenhams, Stena Ferries and Royal Caribbean Cruises. Debra brings her extensive knowledge of customer service training to give readers a practical common sense approach to improving their results. A customer service expert offers practical strategies for call center managers who want to inspire their employees to be their best. Gwendolyn Oglesby has built her entire career working in customer service, creating environments and experiences that are as positive for employees as they are for customers. Now Oglesby shares the tools and strategies she has developed for improving customer service skills, managing employees, and building a successful team culture. In Call Center, Oglesby teaches managers how to train, motivate, and encourage employees to reach their full potential. Each chapter features insightful personality profiles and thought-provoking questions about call center dynamics. At the end of the day, customer service is not just about serving the customer; it's about serving your team as well.

In this groundbreaking book, Bill Price and David Jaffe offer a new, game-changing approach, showing how managers are taking the wrong path and are using the wrong metrics to measure customer service. Customer service, they assert, is only needed when a company does something wrong—eliminating the need for service is the best way to satisfy customers. To be successful, companies need to treat service as a data point of dysfunction and figure out what they need to do to eliminate the demand. The Best Service Is No Service outlines these seven principles to deliver the best service that ultimately leads to "no service":

- Eliminate dumb contacts
- Create engaging self-service
- Be proactive
- Make it easy to contact your company
- Own the actions across the company
- Listen and act
- Deliver great service experiences

This readable and concise research-based book discusses seven simple rules that will help businesses and individuals improve their customer satisfaction and workplace environments – and make the world a little better and more pleasant. An author team with extensive cross-sector experience provides a foundation that will help improve customer service no matter the type of organization or situation, allowing customization according to industry standards and expectations. Although the basic steps are simple – going all the way back to preschool and kindergarten – they can have a significant positive impact on customer service and on basic human interaction. If an employee follows these simple steps, not only will relationships with customers improve, but so will relationships with co-workers, increasing overall organizational satisfaction. Readers who adopt the principles in this book may find that their personal relationships improve as well. The primary audience of this work includes any business that desires to improve customer service. However, anyone who works with people will appreciate the conversational tone and specific illustrative examples in this clear and immediately actionable book.

This book will tell you exactly how to conduct an assessment of your contact center with 2020 vision. Using key areas of focus to include efficiency, effectiveness, capability and competitive differentiation, this book is designed to help managers identify opportunities for improvement by describing a step-by-step process for conducting a contact center assessment. This book reveals consulting approaches to contact center assessments gleaned over two decades of work with some of America's customer service leaders. It is packed with 'how to' examples, tools, interview questions and insights that will kick-start any type of contact center improvement initiative, large or small, new or pre-existing. In short, the type of book any contact center manager or analyst would want to use as a reference when it comes to running a world-class operation. Learn how to evaluate the efficiency of your contact center operation, including key benchmarks and metrics relevant to process improvement, customer relationship management, knowledge management, human resources, workforce management, information technology and quality assurance. This book is a practical guide for anyone creating, managing, or fixing a customer care center. Further, anyone who manages people who interact with customers will find this book a must read even if only some of the concepts can be applied. Written in an accessible manner, each chapter covers a discrete topic making it easy to digest and then apply. This is not consultant-speak. This is a guide for assessing the Quality of your customer service and then making it better. Note - This book incorporates some of the author's material from "Conducting a Contact Center Assessment" (2013).

Introduce your students to the exemplary customer service skills that are essential in all types of organizations today with the powerful, practical and engaging presentation in Gibson's THE WORLD OF CUSTOMER SERVICE, 3rd Edition. This text demonstrates how effective customer service techniques can help your students and their organizations achieve critical goals, deal with problems and complaints, consistently exceed customer expectations, and create loyal customers. Author Pattie Gibson focuses on the strategies most important in customer service today with insights and memorable examples from practicing professionals. Several new chapters in this edition highlight how to maximize revenue and customer satisfaction, effectively solve problems and resolve complaints, and better understand the impact and potential in today's social media. Students also gain new insights into establishing their own effective customer service habits. This edition emphasizes the importance of effective global communication and collaboration techniques with a wide range of real customer-focused activities and actual business cases. The new, optional CourseMate website for this edition reinforces concepts with interactive learning tools, including a complete eBook, videos and the unique Engagement Tracker for monitoring student outcomes. Help your students develop the customer service skills essential for professionals in all areas of business today with THE WORLD OF CUSTOMER SERVICE, 3rd Edition. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Elevating Customer Service in Higher Education provides an in-depth guide by three practitioners with decades of combined experience in the higher education and hospitality sectors. Our authors are deeply embedded in customer service initiatives and have certified hundreds of higher-ed professionals at Academic Impressions' customer service trainings and on-campus workshops. In this guide, our authors will walk you through: Core service competencies Strategies for supporting frontline staff in enhancing customer service Examples of customer service scripts for dialogue, phone, voicemail, and email Detailed guidelines for creating physical environments on campus that facilitate better service Worksheets and tools for auditing policies and practices that impact customer service Tips for cultivating faculty and staff buy-in Examples of exemplary customer service initiatives at other colleges and universities REVIEWS "Elevating Customer Service should be read by every administrator who cares about retention and service excellence." - Neal Raisman, N. Raisman & Associates "In today's competitive market in higher education, a partnership between academics and customer service is key to attracting and retaining students. This handbook shows practitioners how to enhance service excellence while maintaining academic integrity." - Bill Destler, President Emeritus, Rochester Institute of Technology "How refreshing and encouraging it is to read a book about customer service on today's college campuses. The reality is higher education today is rapidly changing and models of leading a university are significantly altered in today's environment. Customer service can no longer be viewed as a negative concept on our campuses. Rather, such service is mandated today in whatever form one wishes to call it. Students, parents, employers, and college employees are demanding it. Implementing such measures that change a campus's culture may mean the difference between those colleges that survive and those that do not. The foundations of quality service discussed in this book should be mandatory reading for all college administrators." - David DeCenzo, President, Coastal Carolina University "This insightful book provides a step-by-step guide to assess, evaluate, and implement strategies to improve the effectiveness of any department or division within the academy. The authors provide valuable information and a workable template to enhance the student experience on campus and ultimately improve retention, and recruitment efforts in an era in which colleges and universities are fiercely competing to attract and retain students." - Jim Pillar, Associate Vice President of Housing, Monmouth University "This really made me think about our office environment and how we can work toward improving not only the student experience but the front-line staff experience as well. It truly is a practical guide with relevant activities and things to consider." - Kerri Wilson, Director of Off-Campus Living and Community Partnerships, Rutgers University-New Brunswick

The Chronicles of Customer Service is a completion of short stories about the crazy things that have happened to me when I worked in customer service while others are based on events I have witnessed. My short stories help provide a bit more of the things that happen in customer service from the viewpoint of the worker.

The term 'customer service' is not new to the academic library community. Academic libraries exist to serve the needs of their community, and hence customer service is essential. However, the term can be applied in a variety of ways, from a thin veneer of politeness, to an all-encompassing ethic focussing organisational and individual attention on understanding and meeting the needs of the customer. For customers, the library's Front Line team is the 'human face' of the library. How well they do their job can have a massive impact on the quality of the learning experience for many students, and can directly impact upon their success. The importance of their role, and the quality of the services they offer, should not be underestimated – but in an increasingly digital world, and with potentially several thousand individuals visiting every day (whether in person or online), each with their own agendas and requirements, how can the library's Front Line team deliver the personal service that each of these individuals need? Customer Service in Academic Libraries contributes to what academic libraries, as a community, do really well - the sharing of best practice. It brings together, in one place, examples of how Front Line teams from libraries across a wide geographical area - Hong Kong, Australia, Turkey and the United Kingdom – work to 'get it right for their customers'. Between them, they cover a range of institutions including research-intensive, mixed HE/FE, private establishments and shared campuses. All have their own tales to tell, their own emphases, their own ways of doing things – and all bring their own examples of best practice, which it is hoped readers will find useful in their own context. Discusses 'customer service' in a library setting Translates 'management theory' into useful practice information Examines building relationships, meeting customer needs, and marketing and communication Provides examples of practical experience grounded in recent, transferable experience

Presents seven hundred phrases intended to convey courtesy, warmth, and assurance that can be used in fifty different scenarios of dealing with challenging customers and

fixing employee-caused problems.

This new title offers fresh insight for people considering or managing their careers in service organizations. Its focus is on customer service from a values and mission viewpoint and is designed for front-line customer service professionals and will help them implement key practices for engaging customer loyalty, improving results, and developing trust. Keep them coming back for more Brilliant Customer Service is your guide to help you deliver exceptional customer service and keep your customers coming back time and time and again. It's for anyone involved in any organisation – whether you run your own business, manage people or you are a customer facing employee. It doesn't matter what your budget is, you'll find lots of simple changes you can implement right now to build a highly successful customer service strategy. BRILLIANT OUTCOMES · Identify your customers real needs and how best to meet them · Build trust and long term loyalty with your customers to stay ahead of the competition · Make sure you are remembered and recommended

Understand Consumer Psychology to Drive Profits and Growth Want to know exactly what's driving your customer's behavior? NOW YOU CAN! The Customer Service Solution explains how consumers perceive services and shows you how to enhance the customer experience--every time. In this economic climate, the customer service experience is more critical than ever. Most leading service firms advocate the TLC mantra: Think Like a Customer. That's a good practice, but first you have to understand what your customer is thinking and feeling. Today's business leaders cannot afford to neglect the psychological principles that govern customer satisfaction and long-term loyalty. What are the factors that really determine customer satisfaction? Two of the nation's leading authorities on service psychology, Sriram Dasu and Richard Chase, have written this groundbreaking guide that identifies and demystifies the psychological triggers behind customer behavior. You'll go where customer satisfaction surveys, mystery shoppers, and focus groups can't--and learn exactly why customers respond and behave the way they do. With findings drawn from behavioral science research, this book provides all the tools you need to evaluate your current service platforms and design future strategies to enhance customer perceptions positively and drive your sales. The Customer Service Solution illustrates why even companies with high levels of satisfaction are missing tremendous opportunities by neglecting the emotional elements that govern consumer interactions. This book will show you how to: Shape and manage customer perceptions Understand implicit versus explicit outcomes Develop the roles of control and choice among buyers Design emotionally intelligent processes Build trust among customers Whatever your business may be--healthcare, hospitality, financial services, e-commerce, and more--this book is an essential tool to help you increase profits by leveraging your company's customer experience. PRAISE FOR THE CUSTOMER SERVICE SOLUTION: "Harnessing the power of emotions will help to drive an exceptional customer experience creating customers for life to help your business thrive. Finally, a guide to help us better understand how to do this." -- James Merlino, MD, Chief Experience Officer, Cleveland Clinic "Required reading for anyone designing a service encounter." -- James Heskett, Professor Emeritus, Harvard Business School, coauthor of The Service Profit Chain and Service Future "I have always known that our customers shop with us because they want to, not because they have to. How to make them want to is the secret that this great book unlocks." -- Kevin Davis, President and CEO, Bristol Farms "[Dasu and Chase] share easy-to-understand ideas and guidance to operations managers who typically do not think about the psychology of customers in designing their services." -- Mary Jo Bitner, PhD, Professor and Executive Director, Center for Services Leadership, W. P. Carey School, Arizona State University "Dasu and Chase provide an excellent set of ideas for delivering emotional customer service experiences through systems and operations." -- Rodolfo Medina, Vice President, Marketing & Commercial, Rock in Rio "This book provides valuable insights to managing and molding the customer's emotional journey, leading to ultimate satisfaction and sustainable loyalty." -- Ali V. Kasikci, Regional Managing Director, Orient-Express

Through the story of a \$6,000 Egg, Deb and Todd Duncan reveal that even the smallest interactions have the power to create lifelong patrons or alienate once-devoted customers. The 10 Golden Rules of Customer Service represents the costly mistake of removing customer satisfaction from the bottom line. The teachable moments divulged throughout the book transcend industry or career level and encourages everyone to contribute. You must go above and beyond in order to get ahead.

"This book teaches managers how to be effective leaders and how to develop the necessary skills to communicate, train, and inspire their frontline employees who are responsible for customer satisfaction"--Page 2.

This book is not just about customer service. It's about how to run a business. It doesn't matter the business size or type because treating customers should be the same. It should be exceptional.

Now, for the first time, one element of the methods behind the magic that is the Walt Disney World Resort--quality service--is revealed. The book outlines proven Disney principles and processes for helping an organization focus its vision and align its people into a strategy that delivers on the promise of exceptional customer service.

By providing clear techniques, behavioral science insights, case studies, situation-specific advice, and actionable practice exercises, workplace communication expert Richard Gallagher has created a resource that can help anyone master the delicate art of communication. The Customer Service Survival Kit recognizes that the worst customer situations demand more of front-line employees than good intentions and the right attitude. The book includes tangible tips and tricks to help readers discover how to lean into criticism, how to avoid trigger phrases that can make bad situations worse, the secret to helping people feel heard, how to safely deliver bad news, and how to become immune to intimidation--among many other skills. Issues with customers can send even the most seasoned service professionals into red alert. But you don't need to be a crisis counselor

to effectively communicate your way out of a difficult spot. With the help of these valuable insights, lessons, and indispensable problem-solving tools, your organization holds the key to radically improving its customer service reputation.

When the going's tough, companies that survive will be those that build the greatest loyalty—by exceeding expectations. Yet, too often, companies ignore their customers' needs and wants. Today, industries like airlines, retail businesses, and restaurants are feeling consumer pushback. With new, updated examples from more than fifty companies—from Chik-Fil-A restaurants to the Ritz-Carlton hotel chain to online retailer Zappos.com—this book shows managers how to go from so-so service to amazing service. In today's market, customer service is a key competitive advantage. This book shows you how to expand your customer base when the industry is shrinking, use new media to reach consumers, and make a lasting, great impression on customers. When businesses are fighting to survive, creating a great experience for customers isn't just important—it's essential.

Are you endlessly trying to improve your employees' customer service skills, but getting so-so results? There may be a culprit that you've never considered. Rather than offering another set of customer service tips, *Getting Service Right* takes a novel approach by rooting out the real reasons employees don't consistently deliver the service they should. The results can be both surprising and illuminating, such as: Company cultures that unwittingly discourage excellent customer service. Employees torn between following policy or serving the customer. Cost reduction efforts that actually increase the cost of service. Poor products and services that make it impossible to satisfy customers. Bad habits that make it difficult to listen to customers' needs. *Getting Service Right* is filled with examples from well-known organizations, real stories from frontline employees, and the latest scientific research. These powerful, sometimes counterintuitive insights can be applied at the organizational, departmental, or individual level to help the entire team deliver outstanding customer service. Note: the first edition of this book was published under the title, *Service Failure: The Real Reasons Employees Struggle with Customer Service and What You Can Do About It*

In *The Customer Service Revolution*, DiJulius points out how numerous companies have made Customer service their biggest competitive advantage, are dominating their industries, and have made price irrelevant. As a result of this Customer service revolution, people are being treated differently, better, and in a way like never before. This is a result of how companies and management are treating their employees and how employees are treating each other and the Customer—which ultimately permeates into people's personal lives at home and in their communities. Can the way you run your business or treat your Customers have an effect on the world at large? John DiJulius will show you just that! Drawing on years of experience consulting with the top customer service companies around the world and in his role building his first business, John Robert's Spa, into one of the top 20 salons in the US, DiJulius will show you exactly how to create your very own Customer service revolution and make price irrelevant.

With global markets more crowded than ever, it is a major challenge for organizations to attract and retain customers due to the competition they are faced with. This text is designed to teach exemplary customer service thinking in public or private, domestic or international organizations and is written in a practical, common sense manner reflecting current customer service concepts and hints.

You must deliver an amazing customer experience. Why? It is the competitive edge of new-era business—in any market and any economy. Renowned customer experience expert Shep Hyken explains how consistently amazing customers through stellar service can elevate your company from good to great. All transformations require a role model, and Shep has found the perfect role model to inspire your team: Ace Hardware. Ace was named as one of the top ten customer service brands in America by Businessweek and ranked highest in its industry for customer satisfaction. Through revealing stories from Ace's over-the-top work with customers, Shep explores the five tactical areas of customer amazement: leadership, culture, one-on-one, competitive edge, and community. Delivering amazing service requires everyone in your organization to step up and be a leader. It doesn't take a title. It takes the right set of tools and principles. To help you empower employees at all levels, Shep brings the content to a deeply practical level. His 52 Amazement Tools—like “Ask the extra question” and “Focus on the customer, not the money”—are simple, clear, useful for almost anybody, and supported with compelling research and stories. Between these covers, you will find the tools and tactics you need to transform your company into a seriously customer-focused operation that will amaze every customer every time.

The Trainer's Workshop Series is designed to be a practical, hands-on roadmap to help you quickly develop training in key business areas. Each book in the series offers all the exercises, handouts, assessments, structured experiences and ready-to-use presentations needed to develop effective training sessions. In addition to easy-to-use icons, each book in the series includes a companion CD-ROM with PowerPoint™ presentations and electronic copies of all supporting material featured in the book. *Customer Service Training* provides practical, hands-on guidance to help you quickly develop customer service training. Dozens of field-tested exercises, games, activities, icebreakers and assessment instruments help you teach employees the importance of customer service and improve their performance. Contains exercises, handouts, assessments and tools to help you:

- create fantastic customer service to meet your specific needs
- raise the bar for service excellence
- become a more effective and efficient facilitator
- ensure training is on target and gets results

“This book is a complete training programme. Its practical learning activities and embedded assessment tools will help any company understand that first-rate training equals first-rate customer service.” Fred S. Anton, Chief Executive Officer, Warner Bros. Publications Other books in this series: *Leadership Training*, *New Supervisor Training*, *New Employee Orientation Training*, *Leading Change Training*.

Your service team may represent the first, last, or only interaction point between your customers and your company. Your front-line service professionals make or break countless opportunities, leads, sales, and relationships every day. Completely revised and updated to meet the challenges of a new service landscape, the second edition of *Customer Service Training 101* presents proven techniques for creating unforgettable customer experiences. The book covers every aspect of face-to-face, phone, Internet, and self-service customer relations, and provides simple yet powerful tips for:

- * Projecting a positive attitude and making a great first impression
- * Communicating effectively, both verbally and nonverbally
- * Developing trust, establishing rapport, and making customers feel valued
- * Confidently handling difficult customers and situations

New features include "How Do I Measure Up?" self-assessments, and "Doing It Right" examples from the author's extensive customer service experience. Every step-by-step lesson in this comprehensive and inspiring training manual is augmented with instructive sidebars, a summary of key points, practice exercises, and so much more.

Be Our Guest Perfecting the Art of Customer Service

A handbook detailing the basics of effective customer service.

Take Care of Your Customers--or Someone Else Will! Legendary Service Great customer service is a concept organizations love to be known for. Yet most people consider the service they receive to be average, at best. Successful companies make the connection between legendary customer service and a thriving business--they recognize that the way employees treat customers is directly related to the way managers treat employees. Kelsey Young is an optimistic but disillusioned sales associate working her way through college. Her world opens up when one of her professors challenges her to create a culture of service at her workplace by putting the five components of *Legendary Service* into practice. Although Ferguson's, the store where Kelsey works, certainly isn't known for service excellence, Kelsey believes she can make a positive difference. She quickly learns that culture change isn't easy--and that her role as a frontline employee is more significant than she ever could have imagined. In characteristic Blanchard style, *Legendary Service: The Key Is to Care* is a quick and entertaining read for people at all organizational levels in every industry. When applied, its lessons will have a profound impact on the service experience your customers will receive. Whether a CEO or a part-time employee, every person can make a difference--and customer service is everyone's job. PRAISE FOR LEGENDARY SERVICE: "Read this book and establish a service culture in your organization." -- Horst Schulze, Chairman/CEO, Capella Hotel Group "Legendary Service has great learnings for people at all organizational levels: for executives and managers, the value of a service culture; and for frontline staff, the reality that they are the face of the company and can make a difference. Legendary service--it's everyone, always." -- Mark King, CEO and President, TaylorMade Golf "Everything I know about service I learned from my career at Hilton Hotels, Marriott International, The Walt Disney Company, and Ken Blanchard. The One Minute Manager dramatically changed my thinking 32 years ago. *Legendary Service* will teach the next generation how to deliver sensational service. Buy it, study it, implement it." -- Lee Cockerell, Executive Vice President, Walt Disney World (Retired & Inspired), and author of *Creating Magic* and *The Customer Rules* "Kathy Cuff and Vicki Halsey have created a fantastic customer service model called ICARE. When you add their voices to that of the master storyteller Ken Blanchard, you have a masterpiece entitled *Legendary Service*. It is a must-read for everyone who, like me, has a passion for service." -- Colleen Barrett, President Emeritus, Southwest Airlines, and coauthor of *Lead with LUV* "Ken Blanchard has done it again and delivered the right book at the right time. *Legendary Service* provides the essentials of hospitality and servant leadership in a way that everyone can adopt--right now--today!" -- John Caparella, President and COO, The Venetian, The Palazzo, and Sands Expo "Ken, Kathy, and Vicki show us how to change everyday service events into memorable experiences. Their book is a must-read for anyone unwilling to accept mediocrity." -- Leonardo Inghilleri, coauthor of *Exceptional Service, Exceptional Profit*

I have a few questions for you. Are you miserable at work every day? What are you getting out of your job? Have you seen promotion opportunities open for you? Do you have good relationships with coworkers? How often are you stressed out, even after you get home? Does feedback from your boss make you feel proud, or frustrated? I fully understand those frustrations, and, having been through all of them and more, I want to help. By sharing the principles I've learned in customer support roles, hopefully I can cut your learning curve and increase job satisfaction. In addition to sharing actionable insights on how to improve in your role, this book includes sections poking around important, personal questions. Why even care about your customer service job? What can you gain from these jobs? How do you benefit from giving a full effort? I bet many of you are leaving opportunities on the table and wasting your valuable time just like I did when I first started. This book contains the same advice I'd give to my younger siblings, a new coworker, or a stranger on the street. I've done everything I can to refine my ideas and present them in a simple yet impactful way. I've illustrated the concepts using a mix of personal experience, thought experiments, and logic, to give you multiple perspectives. Between these varied styles, I'm confident you'll gain at least a few valuable insights as you move forward in customer service.

Today's customers are a hard bunch to crack. Time-strapped, screen-addicted, value-savvy, and socially engaged, their expectations are tougher than ever for a business to keep up with. They are empowered like never before and expect businesses to respect that sense of empowerment--lashing out at those that don't. Take heart: Old-fashioned customer service, fully retooled for today's blistering pace and digitally connected reality, is what you need to build the kind loyal customer base that allows you to survive--and thrive. And *High-Tech, High-Touch Customer Service* spells out surefire strategies for success in a clear, entertaining, and practical way. Discover:

- ò Six major customer trends and what they mean for your business
- ò Eight unbreakable rules for social media customer service
- ò How to effectively address online complainers and saboteurs on Yelp, Twitter, TripAdvisor, and other forums for user generated content
- ò The rising power of self-service--and how to design it properly
- ò How to build a company culture that breeds

stellar customer service High-Tech, High-Touch Customer Service reveals inside secrets of wildly successful customer service initiatives, from Internet startups to venerable brands, and shows how companies of every stripe can turn casual customers into fervent supporters who will spread the word far and wide—online and off.

How do you hire the best support team? What's the best use of social media for support and service? Should we apologize for the inconvenience? The web's leading experts are ready to share our answers and experience with everyone, plus share stories and radical advice for building your own exceptional customer experience. In *The Customer Support Handbook*, leaders in customer support bring their stories of brand failures, triumphs and best practices for support on the web. Finally, all you need to create your own amazing support team in one handy-dandy manual. If you're a CEO Or Founder: This book is your primer on the future of customer support - not just offering transactional service but intentionally striving to make your company's customer service the new gold standard. Learn about the importance of engaging your customer support team with your product development, how to really measure customer happiness, and why you should be investing in your support staff as your top rung employees. If you're a customer support professional: This book is your validation, your reminder that what you do for a living is an important part of product development and the future of the web. Learn tips and tricks for offering the best customer support possible, including example replies for tough questions, recommendations on better language and tone to use in social media, and advice on handling difficult customers. "Customer service is no longer just a job but a bonafide career path, and this book is your undergraduate degree." - Richard White, Founder and CEO of UserVoice

Digital Customer Service is the new standard for creating a 5-star customer experience As much as technology has improved our lives, for many people customer service experiences remain unnecessarily frustrating. But the advent of Digital Customer Service (DCS) promises to make these interactions seamless and effortless by creating experiences that occur entirely on a customer's own screen, even in situations where it is preferable to speak to an agent. *Digital Customer Service: Transforming Customer Experience for an On-Screen World* traces the evolution of customer service—as well as the evolution of customer expectations and the underlying psychology that drives customer behavior - from the days of the first call centers in the 1980s all the way to today's digital world. Written for Customer Service and Customer Experience leaders as well as C-suite executives (CEOs, CFOs, CIOs), *Digital Customer Service* helps business leaders balance three critical priorities: Creating an excellent experience for customers that increases customer loyalty and profitability Driving down the cost of Customer Service/Support interactions, while increasing revenue through Sales interactions Moving quickly toward the goal of "digital transformation" We have discovered—in our research and our first-hand experience—that when companies commit to achieving true Digital Customer Service, they can make significant progress toward all three of these goals at once. *Digital Customer Service* provides the roadmap for how your company can get there. And when you do, who wins? EVERYONE.

Good customer service may be seen as a crucial asset for most organisations. But how do you know that you are delivering good customer service both externally and internally and, more importantly, delivering it to meet and exceed your customers' expectations? Customer service is an intangible thing, it is perishable and it is personal, so measuring it can be complicated and less than straightforward. Help is at hand. Sarah Cook's down-to-earth guide provides the rationale behind measuring service effectiveness externally and internally and explains the measurement process, from preparation to managing the results. The book also includes an exploration of the various techniques open for measuring effectiveness and how to use them. Utilising her consultancy experiences the author has ensured that there is plenty of ready-to-use materials to enable you to start measuring your own organisation's service effectiveness straight away.

Customer Service: The Competitive Weapon for the 1990s Demand for total customer service is rolling over business like a juggernaut. Companies that master service will triumph; those that ignore it will be swept into bankruptcy. *Total Customer Service* shows why understanding customer service is imperative, how to achieve it, what it costs, and provides a six-point plan for acquiring the decisive weapon in business wars. *The Six-Point Plan for Gaining the Competitive Edge*

- Devise a service strategy
- Get top managers to behave like customer service fanatics
- Concentrate on motivating and training employees
- Design products and services that make good customer service possible
- Invest in service infrastructure
- Monitor achievement of customer service goals

THE RIGHT PHRASE FOR EVERY SITUATION . . . EVERY TIME You've heard it a million times: "The customer is always right." But let's face it--sometimes the customer is misinformed, confused, or downright difficult. The ability to handle such customers is what separates the serious professional from the average employee. *Perfect Phrases for Customer Service*, second edition, provides the language you need for everyday customer service situations--and includes simple, effective techniques that can help you meet even the most demanding customer needs. Master the most effective words and phrases for: Defusing bad situations before they get worse Handling complaints patiently and professionally Satisfying customers and increasing sales Building long-term relationships with important customers Help your employees to excel in dealing with the public with this stimulating, fun-filled collection of customer service training games. Designed not only to teach important skills but also to spark enthusiasm and a high level of involvement in the participants, these games utilize entertaining and instructive techniques such as role-playing, charades, brainstorming, and debate. As a result of these exercises, employees will learn how to create a rapport with the customer, how to focus on the unique needs of individual customers, how to maintain a positive attitude, and more.

Customer Service For Dummies, Third Edition integrates the unbeatable information from *Customer Service For Dummies* and *Online Customer Service For Dummies* to form an all-in-one guide to customer loyalty for large and small businesses alike. The book covers the fundamentals of service selling and presents up-to-date advice on such fundamentals as help desks, call centers, and IT departments. Plus, it shows readers how to take stock of their customer service strengths and weaknesses, create useful customer surveys, and learn from the successes and failures of businesses just like theirs. Karen Leland and Keith Bailey (Sausalito, CA) are cofounders of Sterling Consulting Group, an international consulting firm specializing in quality service consulting and training for such clients as Oracle, IBM, Avis, and Lucent.

Use Social and Viral Technologies to Supercharge your Customer Service! Using social media, you can deliver amazing customer service—and generate an army of fans who'll promote you in good times, and rescue you from disaster. Now, legendary online marketing expert Peter Shankman shows you exactly how to do all that—without spending a fortune! Shankman draws on his immense experience as founder of the online growth company HARO and marketing consultant to multiple Fortune 500 clients. He presents straight-to-the-point solutions for building customer loyalty, trust, and credibility online—and rebuilding it when catastrophe strikes. Companies around the world are driving enormous value from online customer service at remarkably low cost. You can, too. Peter Shankman will show you how—step-by-step, right now! You'll learn how to:

- Organize a small, powerful social media team on a tight budget
- Listen to what your customers, advisors, and markets are really saying
- Make prospects feel like rock stars from the moment they find you
- Choose online media that make the most sense for you
- Avoid wasting time with platforms that won't help you
- Earn your customer's loyalty, trust, and credibility
- Learn from other companies' viral "disasters"
- Rebuild your credibility after you've taken a public "hit" online
- Make sure everyone hears your customers when they compliment you
- Capture all your

customer knowledge—and use it in real time • Keep people talking—and not just about you

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