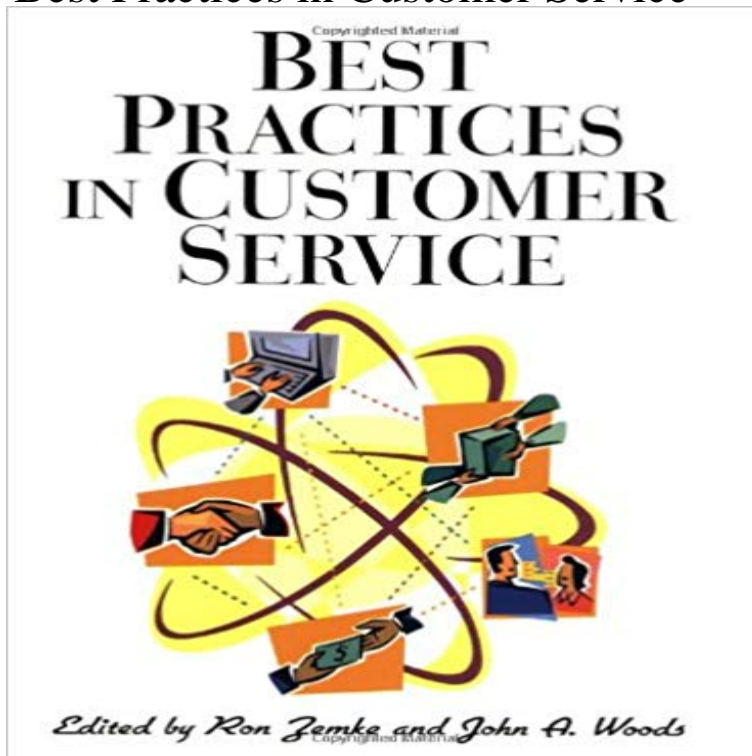


Best Practices in Customer Service



Why should my employees and I care about delivering great service? How can I learn more about customer needs and desires? How do other companies deliver superior service? How do I build long-term relationships with customers? The litany of customer service questions goes on and on...Best Practices in Customer Service is a one-stop resource designed to help anyone involved in customer service answer these questions and more. With 35 chapters written by customer service experts, it illustrates best practices in customer service and provides the tools readers need to implement those practices in their own companies. From classic issues like customer retention to contemporary concerns like providing customer service on the Internet, it helps readers: fully understand the connection between excellent customer service and organizational performance; deliver a higher level of customer service at a lower cost; and, develop a customer base that fuels growth and profitability.

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