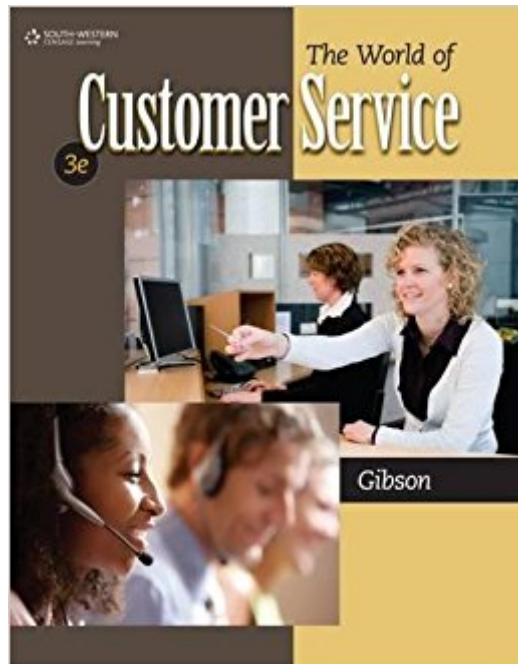




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The World Of Customer Service



Synopsis

Master the exceptional customer service skills that are most important in all types of organizations today with the powerful, practical presentation in THE WORLD OF CUSTOMER SERVICE, 3rd Edition. This book demonstrates how effective customer services techniques can help readers and their organizations achieve critical goals, deal with problems and complaints, consistently exceed customer expectations, and create loyal customers. Readers focus on the strategies most important in customer service today with insights and memorable examples from practicing professionals. Several new chapters highlight how to maximize revenue and customer satisfaction, effectively solve problems and resolve complaints, and better understand the impact and potential of today's social media. Future and practical professionals also gain new insights on establishing their own personal customer service habits for success in all areas of business.

Book Information

Paperback: 224 pages

Publisher: South-Western Educational Pub; 3 edition (June 20, 2011)

Language: English

ISBN-10: 0840064241

ISBN-13: 978-0840064240

Product Dimensions: 8.4 x 0.4 x 10.7 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 24 customer reviews

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Customer Reviews

Part I: THE CUSTOMER SERVICE ENVIRONMENT. 1. What is Customer Service? 2. The Global Customer. 3. Exceptional Customer Service. 4. Customer Service Strategy. Part II: ESSENTIAL CUSTOMER SERVICE SKILLS. 5. Critical Workplace Skills. 6. Problem Solving. 7. Extreme Customers and Customer Retention. 8. Managing Customer Service. Part III: COMMUNICATION SKILLS. 9. Communication Essentials. 10. Customer-Focused Listening. 11. Nonverbal Communication, Dress, and Manner. 12. Phone and Digital Communication.

For more than 30 years, Dr. Pattie Gibson has taught a variety of highly successful courses in computer applications and business systems to high school, community college, and university students in Arizona and overseas in West Berlin and Stuttgart, Germany. Dr. Gibson is currently an assistant professor in educational leadership at Northern Arizona University. She has written and co-authored several textbooks addressing office management and office skills as well as customer service. Dr. Gibson received her undergraduate and master's degrees from Arizona State University and her doctorate from Northern Arizona University.

I loved this book honestly. It was super helpful in my degree and helped me learn a lot. I like the way the book is set up, which makes it easy to read and understand. But it didn't come in the condition it said it was. I bought it used which you can expect maybe a little wear because someone else used it but the seller said it was in perfect condition or like new. It was definitely far from. It was usable but the pages were super bent. It had writing in it all over, and a lot was highlighted. I would have preferred they said what it actually was like. I wanted to return it because it was frustrating to me that they lied but i needed it for school so i couldn't without missing homework.

The book has great examples of customer service issues. I found it helpful.

great book for my kid

Can't write much of a review. My class got canceled. From what I skimmed its basic learning that most people should know already about Customer Service

How to be a great Customer Service Representative

This is exactly what I needed! A great textbook for college courses.

The book was ok for the price.

This is the book I needed for my online class.It has some helpful information in it.Good book for the money.

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