



## Customer Service For Dummies

By Leland, Karen; Bailey, Keith

For Dummies, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction.Part I: Creating the Customer-Centric Organization.Chapter 1: Championing Customer Service.Chapter 2: In-Focused or Customer-Focused: Where Do You Stand?Chapter 3: Building a Winning Service Strategy.Chapter 4: Better Service through Surveys: Questionnaires, Focus Groups, and Interviews.Chapter 5: Company-Wide Training as a Catalyst for Change.Part II: Take It from the Top: Service Management.Chapter 6: Coaching Service Excellence.Chapter 7: What You Can Measure, You Can Manage: Service Standards.Chapter 8: Beyond Employee of the Month: Reward and Recognition.Chapter 9: It Takes a Team: Problem-Solving with a Twist.Part III: Keeping Your Customers: Simple Actions, Significant Payoffs.Chapter 10: A Wink, a Smile, and a Nod: Body Language.Chapter 11: It's Not What You Say, It's How You Say It: Phone Tone and Etiquette.Chapter 12: It Takes Two to Tango: Getting in Step with Your Customer.Chapter 13: Turning Service Excellence into Sales Success: Five Timeless Techniques.Part IV: Road Blocks: When the Going Gets Rough.Chapter 14: Saying No: What to Do When You Can't Say Yes.Chapter 15: Seeing Red: Dealing with Difficult Customers.Chapter 16: Taking Initiative: Bouncing Back from Service Blunders.Chapter 17: The Gift of the Gaffe: Dealing with Customer Complaints.Part V: Working...



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