

# [PDF] Customer Service: A Practical Approach (6th Edition)

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## Books Details:

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## Description:

The market-leader, *Customer Service: A Practical Approach, Sixth Edition*, goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture. This edition features a revised chapter on technology, *new Ethics in Action* exercises and coverage of the latest trends in the customer service field. Focusing on problem solving, communication strategies and technology, this classic text pinpoints the skills needed to improve and sustain customer satisfaction and business relationships.

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While customer service shares many features with services, it differs in two key ways. First, customer service is offered in support of the core product and is not marketed separately. Second, customer service is typically offered for free and is not a revenue-generating activity.Â Customer Service: A Practical Approach 4eElaine K. HarrisToday's customer service providers and managers are more important than ever to a company's bottom line.Â¾ Customer Service: A Practical Approach 4e was created to meet the growing need for qualified customer service professionals.Â¾ This practical text-workbook focuses on the skills and strategies needed to build and. Xii, 148 pages : 26 cm. Includes bibliographical references (page 146) and index. Ch. 1. What Is Customer Service? -. - Ch. 2. The Challenges of Customer Service -- Ch. 3. Problem Solving -- Ch. 4. Strategy and Formulating a Plan for Success -- Ch. 5. Empowerment -- Ch. 6. Communications in Customer Service -- Ch. 7. Coping with Challenging Customers -- Ch. 8. Motivation -- Ch. 9. Leadership in Customer Service -- Ch. 10. Customer Retention and Measurement of Satisfaction -- Ch. 11. Delivering Customer Service to the Changing Marketplace -- Ch. 12. Excellence in Customer Service. Description: The market-leader, Customer Service: A Practical Approach, Sixth Edition, goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture. This edition features a revised chapter on technology, new Ethics in Action exercises and coverage of the latest trends in the customer service field. Focusing on problem solving, communication strategies and technology

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