

Customer Service: Career Success Through Customer Loyalty, Fifth Edition

By Paul R. Timm

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Customer Service: Career Success through Customer Loyalty, 5e provides a systematic process for building service skills that all business people need. Presented in a friendly, conversational manner, the text is filled with examples that demonstrate the link between service skills and career achievement. This edition is reorganized so it is easy to see how key concepts fit together. New information is included on internal customers, emerging technologies, and stress-reducing techniques. Throughout the text, there is an emphasis on transforming good service intentions into a workable plan that exceeds customer expectations and creates loyalty and success.

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Editorial Review

From the Inside Flap
Preface

I wrote this book in response to a need for a different approach to learning .tie skills needed to succeed in the challenging arena of customer service.

The other customer service books displayed in bookstores everywhere typically take one of two forms: They either tell the story of one company's efforts at boosting service quality, or they reveal a series of tips and ideas. These are fine as far as they go. I have written several such books myself. And books like this can have value so long as the reader effectively translates the ideas into application for his or her organization. But these books seldom show how to apply these diverse ideas to your organization.

The few textbooks available in customer service tend to offer over-simplified suggestions on how to phrase conversations, how to smile and polite with customers, and the like. Their simplicity defies the real world sere real people don't speak from scripts and real human relationships e complex and ever-changing.

This book takes a different approach. It ties together the best information from bookstore trade books and school textbooks—and then adds more. In this book you will find a clear and usable process for developing the kinds of skills, attitudes, and thinking patterns needed to win customer satisfaction and loyalty. The process includes developing

a heightened awareness of the challenges and opportunities, the tools for dealing with unhappy customers by using the power of customer expectations and by creating loyalty, the ability to lead, expand, and empower the service process, specific skills for professional success, and a clear understanding of the future directions of customer service.

Perhaps no arena offers as much opportunity for organizational and professional success as customer service. It lies at the heart of any organization's reason to exist. The companies that do it well experience enormous profitability, marketplace acceptance, and genuine satisfaction among their employees.

Apply Customer Service and enjoy the rewards of professional excellence. Then, let me know how you applied the ideas. I can be reached at email: DrTimm@AOL. ACKNOWLEDGMENTS

The author and editor would like to thank the following commentators for their expert reviews: Garland Keesling, Towson State University; Shek True, Fort Lewis College.

Paul R. Timm, Ph.D.
March 2000

From the Back Cover

CUSTOMER SERVICE: CAREER SUCCESS THROUGH CUSTOMER SATISFACTION offers comprehensive skills-based training in developing positive attitudes.

- Solve problems to build customer loyalty.

- Attain profitability through customer satisfaction.
- Lead and empower the service process.
- Direct marketplace acceptance and corporate growth.

About the Author

I’ve had the privilege of writing more than 30 books on a variety of topics dealing with challenges managers and career-oriented people deal with every day. My books on customer loyalty, human relations, management communication, and self-management have been translated into more than a dozen languages and sell worldwide. I have also written and appear in a series of videotape training programs produced by Jack Wilson & Associates (www.JWAvideo.com).

My writing is based on more than 30 years experience as a professor, trainer, consultant and entrepreneur. I have held positions with large companies (Xerox and Bell South) and have led small organizations such as Prime Learning, Inc. I also served in a helicopter company in the US Army in Vietnam.

For fun I run (marathons and triathlons), play golf, read, and enjoy observing the kinds of customer service people give–or, more often, fail to give.

I strongly believe that no arena offers as much opportunity for your professional advancement as does the field of customer service and loyalty. And with the skills taught in this book, you will greatly enhance your ability to build and sustain your greatest asset–your relationships with loyal, committed customers and employees–through exceptional service.

Users Review

From reader reviews:

Arturo McDaniel:

Why don't make it to be your habit? Right now, try to prepare your time to do the important act, like looking for your favorite reserve and reading a book. Beside you can solve your trouble; you can add your knowledge by the book entitled Customer Service: Career Success Through Customer Loyalty, Fifth Edition. Try to the actual book Customer Service: Career Success Through Customer Loyalty, Fifth Edition as your friend. It means that it can to get your friend when you feel alone and beside that course make you smarter than before. Yeah, it is very fortuned to suit your needs. The book makes you far more confidence because you can know every little thing by the book. So , we should make new experience in addition to knowledge with this book.

Roxie Lloyd:

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Daniel Metz:

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