



Customer Service For Dummies

By Karen Leland, Keith Bailey

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Customer Service For Dummies, Third Edition integrates the unbeatable information from *Customer Service For Dummies* and *Online Customer Service For Dummies* to form an all-in-one guide to customer loyalty for large and small businesses alike. The book covers the fundamentals of service selling and presents up-to-date advice on such fundamentals as help desks, call centers, and IT departments. Plus, it shows readers how to take stock of their customer service strengths and weaknesses, create useful customer surveys, and learn from the successes and failures of businesses just like theirs.

Karen Leland and **Keith Bailey** (Sausalito, CA) are cofounders of Sterling Consulting Group, an international consulting firm specializing in quality service consulting and training for such clients as Oracle, IBM, Avis, and Lucent.

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Editorial Review

Review

A 'must-have' manual for companies of all sizes -- from the sales proprietor to the largest corporation. --
Home Business Journal

Excellent...Provides lots of step-by-step tips. -- *Small Business Opportunities*

Well-written, fun-to-read...An excellent book to make those hard-earned marketing dollars work to your advantage. -- *Self-Employed America*

From the Publisher

Discover how to:

Understand key customer service concepts

Plan and implement a customer service strategy

Foster good face-to-face and telephone service

Improve e-mail and Internet communication

Deal effectively with angry or abusive customers

From the Back Cover

Features even more new information on online customer service

"Provides the tools to achieve results that have benefited me, my company, my customers."

—Bo Wilson, VP Global Customer Support, VeriSign

Good products and good marketing aren't enough to succeed in business; you also need good customer service. This new edition reinforces the fundamentals of getting in step with your customers and shows you how to apply them in any scenario. Here's your key to happy customers — and success — in today's business world.

Praise for *Customer Service For Dummies*

"Well-written, fun-to-read. . . . An excellent book to make those hard-earned marketing dollars work to your advantage."

—*Self-Employed America*

"Excellent. . . . Provides lots of step-by-step tips."

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"A 'must-have' manual for companies of all sizes — from the sole proprietor to the largest corporation."

—*Home Business Journal*

Discover how to

- Understand key customer service concepts
- Measure your strengths and weaknesses
- Foster good face-to-face and telephone service
- Respond and relate to different customer personalities
- Deal effectively with angry or abusive customers

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