



Customer Service Pocketbook (2nd Revised edition)

By Sean McManus, Tony Newby

Management Pocketbooks. Paperback. Book Condition: new. BRAND NEW, Customer Service Pocketbook (2nd Revised edition), Sean McManus, Tony Newby, The new, 3rd edition of the Customer Service Pocketbook will be published in October 2013. A key title in the Pocketbook Series, the book is for everyone who contributes, directly or indirectly, to giving the customer excellent service. It has been fully revised to reflect the challenges of responding to customers' needs via a variety of different channels, including social media. The book covers why good service matters, listening skills, how to turn complaints into opportunities, effective communication methods and much more. The importance of setting standards, measuring customer service and mystery shopper programmes are discussed. Recognising and respecting internal customers is also addressed and there are case studies, checklists and an action planning section.



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