



MBA Series

25 Ideas in Customer Service



World Series How To Customer Service

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Lee,Ting-Peng Liang,Deborrah C.
Turban**



World Series How To Customer Service:

The Complete Guide to Customer Support Joe Fleischer, 2002-01-04 Today's support operations face greater responsibilities than the help desks of the 1990s. That's because customers expect 24x7 assistance on whatever channel they choose, no matter what type of products and/or services they buy. **The Complete Guide to** [The Satisfied Customer](#) Claes Fornell, 2007-11-27 When faced with the choice between cutting costs or improving customer service, most companies focus on tangible assets. But in our service economy, the most important asset is intangible: a company's relationship with its customers. **The Satisfied Customer** is a blueprint for understanding this fact of modern business and reveals the unheralded value of customer satisfaction. Drawing on the results of a massive survey of American consumer satisfaction and including examples from companies like Home Depot and UPS, Fornell presents some surprising conclusions about outreach strategy: exceeding a customer's expectations is risky, and increasing customer complaints can actually be a good thing. He also explains how to quantify and increase the value of a firm's customer relationships, what he calls the Customer Asset.

The Customer Service Solution: Managing Emotions, Trust, and Control to Win Your Customer's Business Sriram Dasu, Richard B. Chase, 2013-07-17 Understand Consumer Psychology to Drive Profits and Growth. Want to know exactly what's driving your customer's behavior? NOW YOU CAN. **The Customer Service Solution** explains how consumers perceive services and shows you how to enhance the customer experience every time. In this economic climate, the customer service experience is more critical than ever. Most leading service firms advocate the TLC mantra: Think Like a Customer. That's a good practice, but first you have to understand what your customer is thinking and feeling. Today's business leaders cannot afford to neglect the psychological principles that govern customer satisfaction and long-term loyalty. What are the factors that really determine customer satisfaction? Two of the nation's leading authorities on service psychology, Sriram Dasu and Richard Chase, have written this groundbreaking guide that identifies and demystifies the psychological triggers behind customer behavior. You'll go where customer satisfaction surveys, mystery shoppers, and focus groups can't and learn exactly why customers respond and behave the way they do. With findings drawn from behavioral science research, this book provides all the tools you need to evaluate your current service platforms and design future strategies to enhance customer perceptions positively and drive your sales. **The Customer Service Solution** illustrates why even companies with high levels of satisfaction are missing tremendous opportunities by neglecting the emotional elements that govern consumer interactions. This book will show you how to: Shape and manage customer perceptions; Understand implicit versus explicit outcomes; Develop the roles of control and choice among buyers; Design emotionally intelligent processes; Build trust among customers. Whatever your business may be—healthcare, hospitality, financial services, e-commerce, and more—this book is an essential tool to help you increase profits by leveraging your company's customer experience.

PRAISE FOR THE CUSTOMER SERVICE SOLUTION

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Whispering the Strategies of Language: An Psychological Journey through **World Series How To Customer Service**

In a digitally-driven world wherever screens reign supreme and instant conversation drowns out the subtleties of language, the profound strategies and mental subtleties concealed within words often go unheard. However, situated within the pages of **World Series How To Customer Service** a charming fictional prize pulsing with natural emotions, lies an exceptional quest waiting to be undertaken. Composed by a skilled wordsmith, this wonderful opus encourages visitors on an introspective trip, delicately unraveling the veiled truths and profound affect resonating within the cloth of each word. Within the psychological depths with this emotional review, we can embark upon a sincere exploration of the book is key styles, dissect its fascinating writing fashion, and fail to the effective resonance it evokes heavy within the recesses of readers hearts.

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