

Serving Internal and External Customers

This unique book is a customer service training reference/workbook, with a customer-centered orientation model. Its integrated approach emphasizes a business organization's service philosophy and strategy, its systems, and the people-management policies that allow the business to succeed in the 21st century. With its comprehensive coverage of customer service communication “best practices,” Customer Service” provides innovative concepts and techniques appropriate for both experienced and entry-level customer service providers. This interesting and informative book is necessary reading for vice-presidents, directors, managers, and supervisors in Consumer Affairs; customer service managers, directors and managers of Call Centers, managers and supervisors in Customer Relations; Customer Support managers; and Customer Service trainers.

