

## Customer Service A Practical Approach 6th Edition Ebook

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Test Bank for Customer Service, A Practical Approach, Elaine K Harris, 6th Edition If you need this Test Bank, contact me.SM.TB@HOTMAIL.COM

**Test Bank for Customer Service, A Practical Approach ...**

Customer service is anything we do for the customer that enhances the customer's experience.

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In Customer Service: A Practical Approach, Harris develops (1) a thorough understanding of the customer service industry, (2) a working knowledge of current trends and the ability to interpret those trends, and (3) the fundamental abilities and strategies which lead to the successful implementation of customer service. The text's unique approach unfolds the dynamics of the customer service industry while providing exercises to develop the skills necessary to compete in it.

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For a long time, the entire customer service theory focused on delighting the customer — on exceeding expectations. Research by CEB, however, showed that it pays off more to focus on reducing customer effort instead. The marginal benefit of investing in customer satisfaction levels out fast.

**The 8 Core Principles of Good Customer Service**

Goes beyond providing reasons why. customer service is important by defining proven methods for creating an environment that achieves excellence in customer service. Discusses such current issues...

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