

# [PDF] Customer Service: A Practical Approach (6th Edition)

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#### Books Details:

Title: Customer Service: A Practical  
Author: Elaine K. Harris  
Released:  
Language:  
Pages: 192  
ISBN: 013274239X  
ISBN13: 9780132742399  
ASIN: 013274239X

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#### Description:

The market-leader, *Customer Service: A Practical Approach, Sixth Edition*, goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture. This edition features a revised chapter on technology, *new Ethics in Action* exercises and coverage of the latest trends in the customer service field. Focusing on problem solving, communication strategies and technology, this classic text pinpoints the skills needed to improve and sustain customer satisfaction and business relationships.

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Xii, 148 pages : 26 cm. Includes bibliographical references (page 146) and index. Ch. 1. What Is Customer Service? -. - Ch. 2. The Challenges of Customer Service -- Ch. 3. Problem Solving -- Ch. 4. Strategy and Formulating a Plan for Success -- Ch. 5. Empowerment -- Ch. 6. Communications in Customer Service -- Ch. 7. Coping with Challenging Customers -- Ch. 8. Motivation -- Ch. 9. Leadership in Customer Service -- Ch. 10. Customer Retention and Measurement of Satisfaction -- Ch. 11. Delivering Customer Service to the Changing Marketplace -- Ch. 12. Excellence in Customer Service. The market-leader , Customer Service: A Practical Approach, Sixth Edition, goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture. This edition features a revised chapter on technology, new Ethics in Action exercises and coverage of the latest trends in the customer service field. Focusing on problem solving, communication strategies and technology, this clas Customer Service A Practical Approach S I X T H E D I T I O N Elaine K. Harris Boston Columbus Indianapolis New York San Francisco Upper Saddle River Amsterdam Cape Town Brainstorming 35 Diagramming 35. Developing Negotiation Skills 40 Professional Approaches to Apologizing and Conveying Bad News 44 Barriers to Problem Solving and Decision Making 44 Importance of Follow-Up in Problem Solving 45. CHAPTER 4 Strategy for Formulating a Plan for Success 50 Why a Strategy? 51 Planning 51 Importance of Infrastructure 51 Culture 52. The aim of the article is the development of practical recommendations on applying the customer-oriented approach, analysis of customer services, perfection of the competitive strategy, which, in turn, will allow improving the status of the enterprise under study in the market for hotel services. In spite of its popularity in the sphere of management, the term "customer orientation" is not clearly defined.