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Customer service is therefore a means to an end which is based on a series of activities by which an organization interacts with its clients. Good customer service, as Harris (2003) asserts, is...

Customer Service: A Practical Approach

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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Customer Service: A Practical Approach

In response to the need for increased customer service and for qualified customer service professionals, Customer Service: A Practical Approach was created. Those with a desire to develop an increased knowledge of key concepts in customer service will benefit from the organized and concise layout.

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

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Customer service is easy to talk about, but beginning the process of providing it requires convincing those in control of the financial benefits, understanding customer expectations, and taking the initiative to begin the process.

CHAPTER 2: THE CHALLENGES OF CUSTOMER SERVICE

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Customer Service: A Practical Approach by Elaine K. Harris

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