



# Customer Service: Career Success Through Customer Loyalty, Fifth Edition

By Paul R. Timm

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*Customer Service: Career Success through Customer Loyalty, 5e* provides a systematic process for building service skills that all business people need. Presented in a friendly, conversational manner, the text is filled with examples that demonstrate the link between service skills and career achievement. This edition is reorganized so it is easy to see how key concepts fit together. New information is included on internal customers, emerging technologies, and stress-reducing techniques. Throughout the text, there is an emphasis on transforming good service intentions into a workable plan that exceeds customer expectations and creates loyalty and success.

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### **Bibliography**

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## **Editorial Review**

### From the Inside Flap

#### Preface

I wrote this book in response to a need for a different approach to learning the skills needed to succeed in the challenging arena of customer service.

The other customer service books displayed in bookstores everywhere typically take one of two forms: They either tell the story of one company's efforts at boosting service quality, or they reveal a series of tips and ideas. These are fine as far as they go. I have written several such books myself. And books like this can have value so long as the reader effectively translates the ideas into application for his or her organization. But these books seldom show how to apply these diverse ideas to your organization.

The few textbooks available in customer service tend to offer over-simplified suggestions on how to phrase conversations, how to smile and polite with customers, and the like. Their simplicity defies the real world where real people don't speak from scripts and real human relationships are complex and ever-changing.

This book takes a different approach. It ties together the best information from bookstore trade books and school textbooks—and then adds more. In this book you will find a clear and usable process for developing the kinds of skills, attitudes, and thinking patterns needed to win customer satisfaction and loyalty. The process includes developing

a heightened awareness of the challenges and opportunities, the tools for dealing with unhappy customers by using the power of customer expectations and by creating loyalty, the ability to lead, expand, and empower the service process, specific skills for professional success, and a clear understanding of the future directions of customer service.

Perhaps no arena offers as much opportunity for organizational and professional success as customer service. It lies at the heart of any organization's reason to exist. The companies that do it well experience enormous profitability, marketplace acceptance, and genuine satisfaction among their employees.

Apply Customer Service and enjoy the rewards of professional excellence. Then, let me know how you applied the ideas. I can be reached at email: DrTimm@AOL. ACKNOWLEDGMENTS

The author and editor would like to thank the following commentators for their expert reviews: Garland Keesling, Towson State University; Shek True, Fort Lewis College.

Paul R. Timm, Ph.D.

March 2000

### From the Back Cover

**CUSTOMER SERVICE: CAREER SUCCESS THROUGH CUSTOMER SATISFACTION** offers comprehensive skills-based training in developing positive attitudes.

- Solve problems to build customer loyalty.

- Attain profitability through customer satisfaction.
- Lead and empower the service process.
- Direct marketplace acceptance and corporate growth.

## About the Author

I've had the privilege of writing more than 30 books on a variety of topics dealing with challenges managers and career-oriented people deal with every day. My books on customer loyalty, human relations, management communication, and self-management have been translated into more than a dozen languages and sell worldwide. I have also written and appear in a series of videotape training programs produced by Jack Wilson & Associates ([www.JWAVideo.com](http://www.JWAVideo.com)).

My writing is based on more than 30 years experience as a professor, trainer, consultant and entrepreneur. I have held positions with large companies (Xerox and Bell South) and have led small organizations such as Prime Learning, Inc. I also served in a helicopter company in the US Army in Vietnam.

For fun I run (marathons and triathlons), play golf, read, and enjoy observing the kinds of customer service people give—or, more often, fail to give.

I strongly believe that no arena offers as much opportunity for your professional advancement as does the field of customer service and loyalty. And with the skills taught in this book, you will greatly enhance your ability to build and sustain your greatest asset—your relationships with loyal, committed customers and employees—through exceptional service.

## Users Review

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#### **Erwin Fast:**

Here thing why this specific Customer Service: Career Success Through Customer Loyalty, Fifth Edition are different and trustworthy to be yours. First of all reading through a book is good nevertheless it depends in the content of it which is the content is as scrumptious as food or not. Customer Service: Career Success Through Customer Loyalty, Fifth Edition giving you information deeper and in different ways, you can find any publication out there but there is no guide that similar with Customer Service: Career Success Through Customer Loyalty, Fifth Edition. It gives you thrill studying journey, its open up your personal eyes about the thing that will happened in the world which is maybe can be happened around you. You can actually bring everywhere like in playground, café, or even in your method home by train. Should you be having difficulties in bringing the branded book maybe the form of Customer Service: Career Success Through Customer Loyalty, Fifth Edition in e-book can be your choice.

#### **Helen Samuel:**

This book untitled Customer Service: Career Success Through Customer Loyalty, Fifth Edition to be one of several books that will best seller in this year, honestly, that is because when you read this publication you can get a lot of benefit in it. You will easily to buy that book in the book shop or you can order it by means of online. The publisher of the book sells the e-book too. It makes you more readily to read this book, because you can read this book in your Touch screen phone. So there is no reason for you to past this guide

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**Linda Manning:**

People live in this new morning of lifestyle always try to and must have the free time or they will get large amount of stress from both way of life and work. So , if we ask do people have extra time, we will say absolutely without a doubt. People is human not only a robot. Then we ask again, what kind of activity have you got when the spare time coming to an individual of course your answer may unlimited right. Then do you ever try this one, reading guides. It can be your alternative inside spending your spare time, the particular book you have read is actually Customer Service: Career Success Through Customer Loyalty, Fifth Edition.

**Lori Whitten:**

In this era which is the greater individual or who has ability in doing something more are more important than other. Do you want to become one of it? It is just simple strategy to have that. What you must do is just spending your time not very much but quite enough to experience a look at some books. Among the books in the top checklist in your reading list is Customer Service: Career Success Through Customer Loyalty, Fifth Edition. This book which is qualified as The Hungry Inclines can get you closer in turning out to be precious person. By looking way up and review this guide you can get many advantages.

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