



Customer Service In an Instant: 60 Ways to Win Customers and Keep Them Coming Back (In an Instant (Career Press))

Karen Leland, Keith Bailey

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As most corporate giants and small businesses alike have realized, service--both online and off--is a critical concern for surviving and thriving in today's fast-paced, quick-changing, and high-tech environment. One study shows that it costs six times more to gain a new customer than to retain a current one.

Customer Service In An Instant will help the reader learn how to create and project a winning service attitude in the often stress-filled environment of work, discover powerful actions they can take to increase customer loyalty and retention, and apply time-tested techniques for dealing with difficult customers and coworkers.

Filled with real world, practical advice gathered from Fortune 500 companies, small businesses, and entrepreneurs around the world, **Customer Service In An Instant** is a must read for anyone whose job involves frequent contact with external or internal customers by telephone, e-mail, or in person. Readers will learn the essential skills they need to create the kind of service partnerships that lead to both satisfied customers and staff including:

- * Using technology to create customer closeness.
- * Winning loyalty points by taking service initiative.
- * Understanding customers' core concerns.
- * Learning the most powerful two sentences in customer service.

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