



Customer Service: Career Success Through Customer Loyalty, Fifth Edition

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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