



Customer Service: Career Success Through Customer Loyalty (Fourth Edition)

By Paul R. Timm

Pearson Education, 2008. Softcover. Book Condition: New. 4th edition. Customer Service: Career Success in the Service Economy, 4e 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 emphasizes the impact of customer loyalty on business growth and discusses how to measure a company's ratio of promoters, or Net Promoter Score. Throughout the text, there is an emphasis on exceeding customer expectations and translating customer loyalty into personal and corporate success. Printed Pages: 304.



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