



Extra Mile: 500 Customer Service Tips for Success: Tools to Attract, Satisfy, & Retain Even the Most Difficult Customer

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The Comprehensive Guide to Customer Service For The 21st Century

Even the most successful companies need their customers happy and to keep coming back for more. Whether you're just starting your business and want to lock up great customer service procedures, or you're an established company looking to revamp your customer service to answer new market needs, *Extra Mile* is the resource for you. Unlike other books that are brimming with irrelevant and outdated information, *Extra Mile* offers:

- 500 essential tips, including: Real-Life Scenarios, Crisis Management, and Building Customer Loyalty
- Intel into the customer service secrets of business giants, such as American Express, Southwest Airlines, and Ritz-Carlton Hotels
- A section dedicated to providing excellent customer service online
- A list of 50 Things Never to Do, to help avoid conflict and negative reviews Get ahead of the pack by learning how great customer service equals customer retention.



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