

Customer service not only involves the interaction of employees with customers, but also the importance of interactions and communication between employees and their superiors. Effective customer service requires placing the right people, with the **right attitudes**, in key interactive positions.

You Have to Make the Commitment

Pledge to do something **every day** to advance the quality of service in your establishment. That commitment will be the best investment that you could ever make.

Any business can offer the best product at a great value, but they will miss the mark if they fail to deliver consistent service.

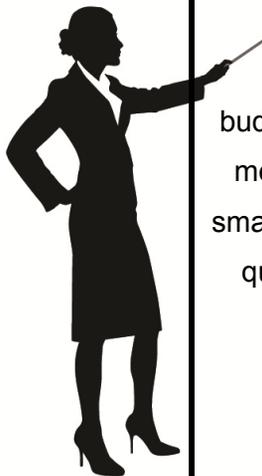
Show Your Customers How Valuable they Are to You

Start today!

You don't need elaborate action plans, budget approvals, more hours in a day or even money. Simply make it a priority to devote a small portion of time **every day** to improving the quality of customer service. Train excellent customer service principles NOW!

Persistence pays.

Customer service does too!



I implore everyone, not only as business owners and managers, but also as consumers, to patronize, and recommend businesses that provide superior service. As customers continue to expect excellent customer service, it will get better as a whole. The sole fact that one business gets better will cause others to get better as well. It's a continuous cycle of improvement.

Consumers
Speak
with
Their
Pocketbooks!

Businesses today are **fighting for customers**. Failing to make the commitment to improve customer service on a daily basis could cost you customers and your business, literally. If you don't make the commitment, someone else will.

A Little Effort Goes a Long Way

My goal in writing this book is to show you that if you dedicate the time and the effort toward increasing the quality of customer service you will reap the rewards. From years of experience as a customer service manager, certified corporate trainer, business owner and, most importantly, a **consumer** I have come to realize that excellent customer service is the driving force behind all successful businesses.

Constantly Strive to Improve Customer Service

This book presents everyday principles, practical exercises, ideals and realistic tools to help you take your customer service to the next level.

www.customerserviceisfree.com