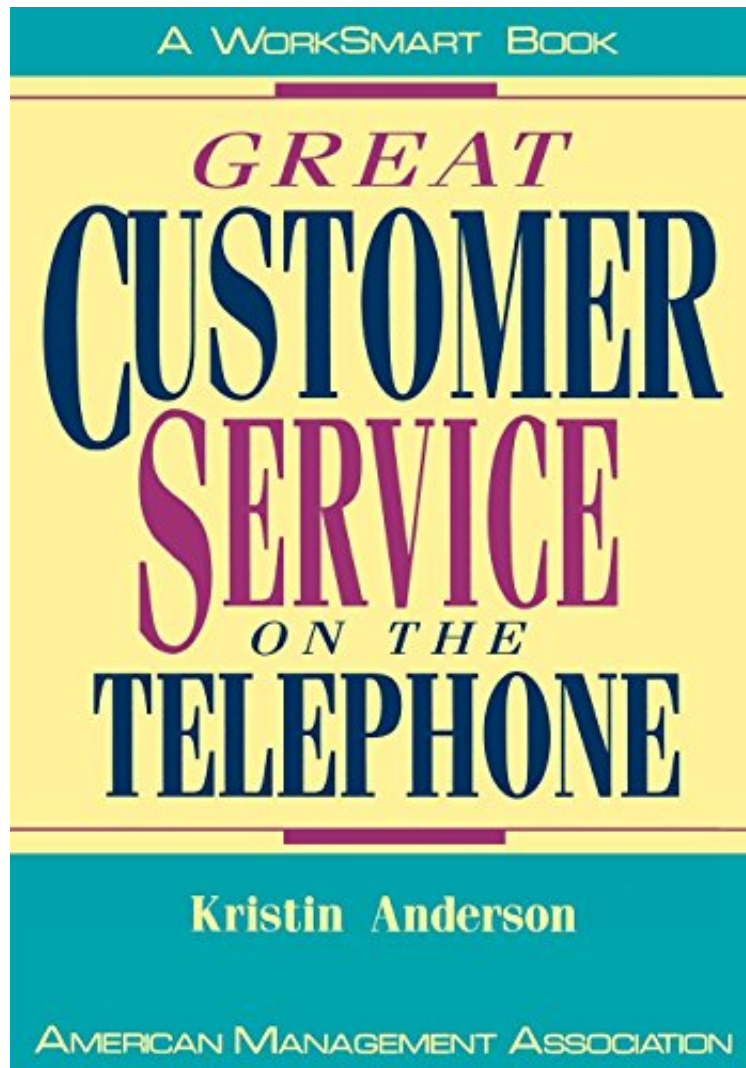


Great Customer Service on the Telephone

Kristin ANDERSON

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Kristin ANDERSON : Great Customer Service on the Telephone before purchasing it in order to gauge whether or not it would be worth my time, and all praised Great Customer Service on the Telephone:

0 of 0 people found the following review helpful. It's like having someone tell you how to bake a cake ...By PikuNothing new under the sky....same old text...dos and don't but no real examples that you can use.It's like having someone tell you how to bake a cake without the recipe...make sure the oven is hot...use a deep dish....bla...bla..bla..2 of 2 people found the following review helpful. Two StarsBy Jacquelinenot what I expected unhappy with book and condition.0 of 0 people found the following review helpful. Four StarsBy NCAGreat training tool.

First impressions are often lasting impressions. How customers are treated on the phone can quickly turn them into

either an ex-customer or a customer for life. This thorough, quick-reading guide shows anyone who uses the phone -- from salesperson to manager to secretary -- how to treat it as a service tool that directly impacts on company profits. Readers will be able to double their effectiveness when they learn how to: * handle irate customers * end those ""endless"" calls * take meaningful messages * handle conference calls and transfer calls * screen calls and ask focused questions * use the phone during emergencies * improve their voice effectiveness With worksheets, checklists, and fill-in forms, this desktop primer will inspire fabulous phone service.

From Library Journal Useful is the word for both these books: they are easy to read, filled with sound advice, and immediately applicable. There is nothing in either of them that could possibly do harm. Anderson, a business writer, presents a book that should be required reading for anyone who answers the phone or supervises people who answer the phone at places of business. It is a ready-made, in-service training workshop and step-by-step manual for improving telephone techniques. Taking messages, screening calls, articulating clearly, dealing with phone fraud-- these and other topics are covered in primerlike fashion. Highly recommended. Sachs, author of a monthly newsletter on supervising, is certain to help supervisors, showing them how to use appraisal interviews to assure that phone interviewers are prepared and how to handle the delicate art of correcting behavior. Documenting performance is rightly emphasized, along with setting the scene and follow-up. Recommended for general collections.- A.J. Anderson, GSLIS, Simmons Coll., Boston Copyright 1993 Reed Business Information, Inc. About the Author KRISTIN ANDERSON is co-author of Delivering Knock Your Socks Off Service, a frequent writer for business magazines and a consultant with Performance Research Associates.