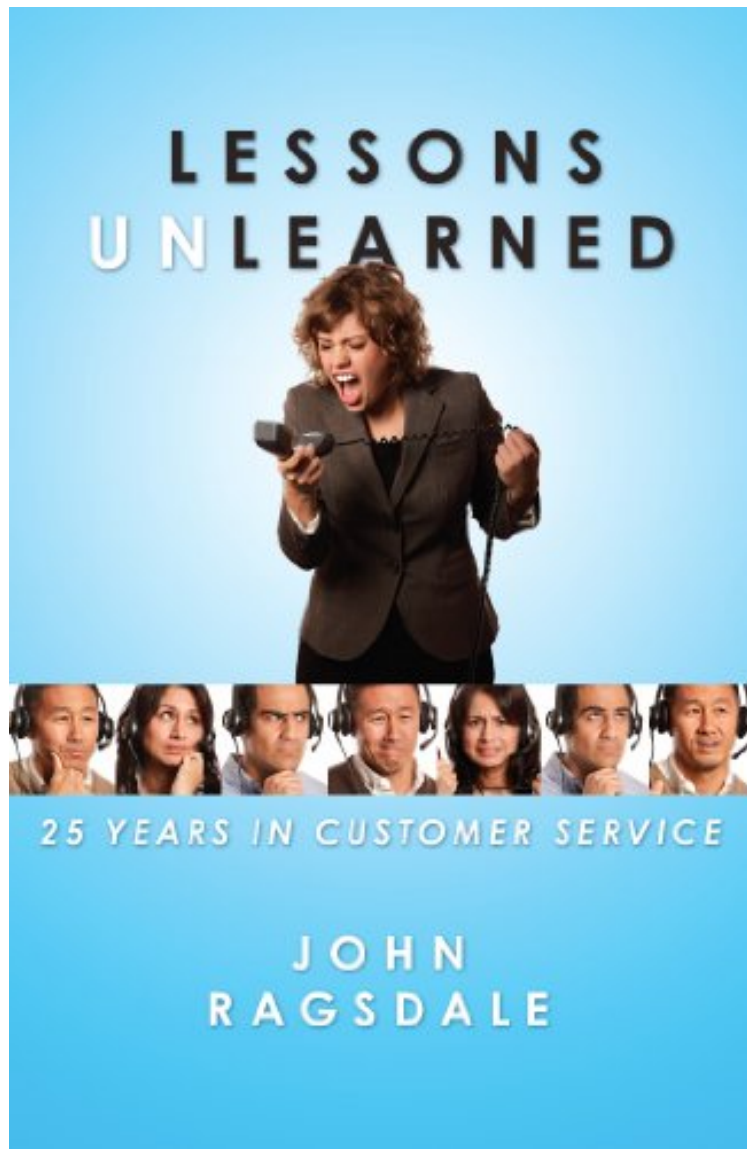


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## Lessons Unlearned: 25 Years in Customer Service

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**John Ragsdale : Lessons Unlearned: 25 Years in Customer Service** before purchasing it in order to gage whether or not it would be worth my time, and all praised Lessons Unlearned: 25 Years in Customer Service:

0 of 0 people found the following review helpful. Right on the markBy JStephens TXAfter 10+ years in customer service (and six years at a business that was all about serving the customer) I sure wish I had learned these lessons earlier. Always enjoy listening to John's insight, but now I have it at my fingertips.

Customer service is of particular importance to the technology industry; customers rely on technical support services

when they have a problem with a piece of hardware, software, or a consumer device. The current darling of the technology industry is Apple, and you don't have to go farther than the Genius Bar at your local Apple Store to see how Apple approaches customer service, creating a fantastic customer experience that ensures rabid fans. Most people think of customer service as a department, and it's true—virtually every company has some sort of customer service division. But customer service is also a technology industry all on its own, with a wide array of software and hardware required to support customers with product and service questions. This book gives an insider's view of the customer service industry, providing insight for those of you battling mediocre service every day. If you understand the tools, vocabulary, and metrics that power customer service, you can definitely demand better service from your providers, and understand how to appropriately deal with service issues. And for those already working in the customer service industry, hopefully this book will provide you with some new best practices, worst practices to avoid, and maybe even a laugh or two along the way.

**About the Author** John Ragsdale is the vice president of technology research for the Technology Services Industry Association (TSIA). His area of expertise is creating strategies for improving the overall customer experience and services operation through technology. He drives TSIA's highly regarded technology research agenda, delivering insightful, thought-leadership research and analysis on the most pressing business issues facing services leaders to enable them to better plan and execute their service strategies. During his career, he has held product management and marketing positions at various service and support technology vendors, including Clarify, AnswerSystems, Platinum Technologies, and Nortel Networks. He has been involved in customer service throughout his career, including managing both the internal and external customer support organizations at J.C. Penney, before moving to the Silicon Valley in the mid-1990s. He leverages his insights to help guide TSIA members in making informed technology, business, and investment decisions.