

Measuring Customer Service Effectiveness

Sarah Cook



A Gower Book

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Compendium of Customer Service Questionnaires and Inventories Sarah Cook,2002 When it comes to customer service actions speak louder than words You may acknowledge the importance of customer service but to what extent do the attitude behaviour and skills of your people mirror or contradict this Sarah Cook s Compendium of Customer Service Questionnaires and Inventories enables you to assess different aspects of your service culture The variety of questionnaires inventories and other instruments cover Culture Audits Customer Handling Skills and Behaviour Customer Service Personal Development Tools Customer Service Leadership and Management Employee Measurement External Customer Measurement Internal Customer Awareness Service Improvement Tools The materials are all designed to provoke discussion and self awareness They can be used as stand alone items or For pre course or programme assessment For training preparation During a group workshop As part of a group or individual coaching session As a means of assessing improvement after training or development They are also ideal for providing customer service teams with tools for identifying and tackling ongoing service improvement projects Each one is simple and quick to complete and yet the reflection and communication involved can make a significant difference to the way customer service is perceived and delivered Good internal and external communication regular reflection and the ability to learn from mistakes are all pre requisites for creating a customer focused organization This manual can help you achieve all of them **Customer Service in Your Organisation** Sarah Cook,2008-11 *Monitoring, Measuring, and Managing Customer Service* Gary S. Goodman,2000-04-28 Excellent customer service does not come about by accident It is a learnable set of behaviors that can be monitored measured and managed Drawing from his highly successful seminars and training programs Gary S Goodman presents a surefire system for building a first class customer service department Goodman identifies the behaviors that constitute top level service examines the results that kind of service produces and shows how to measure it in terms of daily customer satisfaction He provides managers with specific guidelines for developing sustaining and rewarding high levels of service from their customer service

reps with emphasis on telephone contact the primary link to customers for most companies
Measuring Customer Satisfaction and Service Quality ,1999

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