



Customer Service: The Key to Your Competitive Edge

Peggy Morrow

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Today's customers are demanding an ever higher level of service while your competition is aggressive and eager to take advantage of any mistakes. In today's intensely competitive climate, you can't afford to lose a single customer.

This is an easy-to-read, practical, down-to-earth guide, free of theories and technical jargon. It serves as a single source to guide you through the maze of establishing and maintaining a customer service program. You will use checklists, examples, worksheets and case studies to tailor a customer service program for your company that will result in increased profits.

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