

## **Customer Service: Skills For Success, 7e**

Robert Lucas

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### **Detailed List of New Features**

**In The Real World** - These candid snapshots offer a view into a variety of well-known businesses, industries, and organizations and are designed to provide insight into how customer service leads to success in a highly competitive global world. Students answer questions about these in the Think About It section that follows.

**Quick Previews** – Self-assessments that allow students to pretest their knowledge on a range of topics, and prime them to watch for specific content as they read the chapter. **New Words to Live By** – quotes at the end the Quick Preview in each chapter.

**Work It Out** – activities challenge students' knowledge and provide individual or group work.

**Street Talk** – tips offered by customer service professionals currently working in various organizations.

**Trending Now** – innovative strategies being put into practice in companies and industries to enhance the service experience for current and potential customers. Almost all are new for the 7th edition.

**Ethical Dilemmas** – present a difficult scenario and ask readers how they would handle the situation.

**Small Business Perspective** – discussion situations that a small business might face.

### **Retained Features**

**SmartBook tailors content to the individual student** - As part of McGraw-Hill Education's Connect, SmartBook prepares students for class, guiding them through the chapters and highlighting what they need to learn and helping them study more efficiently and effectively. SmartBook is proven to strengthen memory recall, keep students in class, and boost grades. By helping students master core concepts ahead of time, SmartBook enables instructors to spend more meaningful time in the classroom. Through real-time reports, instructors can also track class or individual student performance on chapter topics or completion of chapter readings.

**Author Blog** – hundreds of articles on various customer-service related topics that can be used as discussion starts for classroom and online. (Access within Connect).

**Connect** – Instructors Manual includes additional in-class activities, a viable answer to every question posed in the text, PPT, and extras such as sample syllabi and video notes.

# Chapter by Chapter Changes

## **PART ONE: THE PROFESSION**

### **Chapter 1: The World of Customer Service**

- Interview by customer service industry professional
- New In the Real World chapter opening case study (Amazon.com)
- New Think About It
- Updated research and statistics throughout chapter
- New section Key Developments That Impacted Customer Service Profession
- Expanded definitions of service-related terminology
- New Trending Now segments added
- Updated discussion of Global Economic Shifts impacting customer service
- Additional Work It Out section
- Addition of section on Shifts in Consumer Needs, Wants, and Expectations
- Addition of suggestions for dealing more effectively with Internal Customers
- Additional Customer Service Tips
- Expanded discussion of small business trends and customer service
- Additional Search It Out resources

### **Chapter 2: Contributing to the Service Culture**

- Updated In the Real World chapter opening case study (FedEx)
- New Think About It
- Updated research and statistics
- Inclusion of sample mission statements
- Additional Trending Now segments
- Expanded definitions related to service terminology
- New Customer Service Success Tip added
- Updated 11 Strategies for Promoting a Positive Service Culture section
- Additional Search It Out resources
- Additional Collaborative Learning Activity

## **Part Two: SKILLS FOR SUCCESS**

### **Chapter 3: Verbal Communication Skills**

- New In the Real World chapter opening case study (State Farm Insurance)
- New Think About It
- Addition of Words to Live By quote
- Expanded definitions related to service terminology
- Additional Customer Service Tips
- Additional Trending Now segments
- Updated research and statistics
- Expanded Importance of Effective Communication section
- Updated section on Assertive vs. Aggressive Customer Service
- Entire section on conflict moved to Chapter 7
- Small Business Perspective segment expanded and updated
- Additional Search It Out activity resources
- Additional resources to Collaborative Learning Activity section

#### **Chapter 4: Nonverbal Communication Skills**

- Interview by customer service industry professional
- New In the Real World chapter opening case study (American Express)
- Updated Think About It
- Addition of Words to Live By quote
- Expanded definitions related to service terminology
- Additional Customer Service Tips
- Additional Trending Now segments
- Updated Work It Out segment
- Updated research and statistics
- Additional Search It Out activity resources

#### **Chapter 5: Listening to Customers**

- New In the Real World chapter opening case study (Nordstrom)
- New Think About It
- Addition of Words to Live By quote
- Expanded definitions related to service terminology
- Additional Customer Service Tips
- Additional Trending Now segments
- Additional Search It Out activity resources
- Additional resources to Collaborative Learning Activities section

### **Part Three: BUILDING AND MAINTAINING RELATIONSHIPS**

#### **Chapter 6: Customer Service and Behavior**

- Addition of Words to Live By quote
- Expanded What Are Behavioral Styles? section
- Expanded Identifying Behavioral Styles section
- Revised Work It Out 6.1
- Additional Trending Now segments
- Additional Search It Out activity resources

#### **Chapter 7: Service Breakdowns and Recovery**

- Interview by customer service industry professional
- Updated In the Real World chapter opening case study (Coca-Cola)
- Addition of Words to Live By quote
- Expanded definitions related to service terminology
- Updated section on Demanding or Domineering Customers
- Updated section on Indecisive Customers
- Updated section on Dissatisfied or Angry Customers
- Additional Customer Service Tips
- Expanded Reasons for Customer Defection section
- Expanded Strategies for Preventing Dissatisfaction and Problem Solving section
- Addition of Conflict sections from that moved from Chapter 4 of the sixth edition
- Addition of Work It Out 7.8—Recovering from Policy Restrictions activity
- Expanded Disaster Planning Initiatives in the Service Recovery Process section
- Additional Search It Out activity resources
- Additional resources to Collaborative Learning Activities section

## **Chapter 8: Customer Service and Behavior**

- New In the Real World chapter opening case study (Subway)
- New Think About It
- Addition of Words to Live By quote
- New Work It Out 8.1—Encountering Diversity added
- Expanded Importance of Relationships section
- Updated research and statistics
- Additional Search It Out activity resources

## **Chapter 9: Customer Service via Technology**

- Updated In the Real World chapter opening case study (Microsoft)
- Updated Think About It
- Addition of Words to Live By quote
- Updated research and statistics
- Additional Trending Now segments
- Updated The Customer Contact/Call Center or Help Desk segment
- Enhanced Traditional Call Center technology segment
- Expanded definitions related to service terminology
- Updated Social Media section
- Additional Customer Service Tips
- Expanded Technology Etiquette and Strategies
- Expanded The Telephone and Customer Service segment
- Additional Search It Out activity resources

## **Chapter 10: Encouraging Customer Loyalty**

- Interview by customer service industry professional
- Updated In the Real World chapter opening case study (COSTCO)
- New Think About It
- Addition of Words to Live By quote
- Expanded definitions related to service terminology
- Updated research and statistics
- Additional Trending Now segments
- Expanded information on ethics in customer service
- Updated section on Channel Partners
- Updated Small Business Perspective section
- Additional Search It Out activity resources
- Additional resources to Collaborative Learning Activities section

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