

PREFACE



New to This Edition

Every Chapter

- New *Customer Service interviews* with service practitioners at the beginning of each topic section
- Addition of *Street Talk* segments with advice from experienced service practitioners in each chapter
- Addition of *Knowledge Check* questions at the end of each content section throughout the chapters
- Addition of *Trending Now* sections in each chapter

Chapter 1

- New *In the Real World* chapter opening case study (Zappos.com)
- New *Think About It*
- Updated research and statistics
- Expanded definitions of service technology and discussion of its use
- Updated discussion of *Global Economic Shifts* impacting customer service
- Expanded discussion of *Globalization of the Economy*
- Inclusion of *Changing Values* section that addresses the impact on customer service
- Update to *Consumer Behavior Shifts* section
- Expanded section on *Internal Customers*
- Addition of *Customer Service Competencies* section

Chapter 2

- Updated *In the Real World* chapter opening case study (Ben & Jerry's Ice Cream)
- New *Think About It*
- Updated research and statistics
- Expanded discussion of *Attitude in Service*
- Expanded discussion on *Motivators and Rewards*
- Revised *12 Strategies for Promoting a Positive Service Culture* section
- Additional *Collaborative Learning Activity*

Chapter 3

- New *In the Real World* chapter opening case study (Papa John's Pizza)
- New *Think About It*
- Updated research and statistics

- Expanded *Importance of Effective Communication* section
- Introduction and discussion of the PL.AN positive communication model
- Additional content on communicating positively
- Expanded section on *Assertive Communication*
- Expanded section on *Salvaging Relationships After Conflict*
- Additional *Search It Out* activity
- Additional *Collaborative Learning Activity*

Chapter 4

- New *In the Real World* chapter opening case study (Field's Auto Group)
- Updated *Think About It*
- Updated research and statistics
- Updated section on *Semantics*

Chapter 5

- New *In the Real World* chapter opening case study (Southwest Airlines)
- New *Think About It*
- Updated research and statistics
- Expanded *Customer-Focused Behavior* section
- Additional *Collaborative Learning Activities*

Chapter 6

- New *In the Real World* chapter opening case study (Trader Joe's)
- New *Think About It*
- Updated research and statistics
- Expanded *Characteristics of a Good Listener* section
- Additional *Search It Out* activity
- Additional *Collaborative Learning Activity*

Chapter 7

- New *In the Real World* chapter opening case study (Coca-Cola)
- New *Think About It*
- Updated research and statistics
- Updated *Identifying Behavioral Styles* section
- Additional *Search It Out* activity

Chapter 8

- New *In the Real World* chapter opening case study (Johnson & Johnson)
- New *Think About It*
- Updated research and statistics
- Updated *Impact of Diversity* section
- Expanded *Impact of Cultural Values* section
- Updated *Providing Quality Service to Diverse Customer Groups* section
- Additional *Search It Out* activity

Chapter 9

- Updated *In the Real World* chapter opening case study (Netflix)
- Updated *Think About It*
- Updated research and statistics
- Updated *The Role of Technology in Customer Service*
- Addition of *Tapping into Web-Based and Mobile Technologies* section
- Additional *Search It Out* activity
- Heavily expanded coverage of customer service and call center technologies

Chapter 10

- New *In the Real World* chapter opening case study (United Parcel Service of America, Inc.)
- New *Think About It*
- Updated research and statistics
- Expanded *The Role of Trust* section
- Addition of *Customer Loyalty* section
- Expanded *The Importance of Customer Relationship Management* section
- Updated *Small Business Perspective* section
- Additional *Search It Out* activity