



Lessons Unlearned: 25 Years in Customer Service

John Ragsdale

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Customer service is of particular importance in 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, but customer service is also a technology industry all on its own. This book gives an insider's view of the customer service industry, providing insight for those 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. For those already working in customer service, this book will provide you with some new best practices, worst practices to avoid, and maybe even a laugh or two along the way.

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