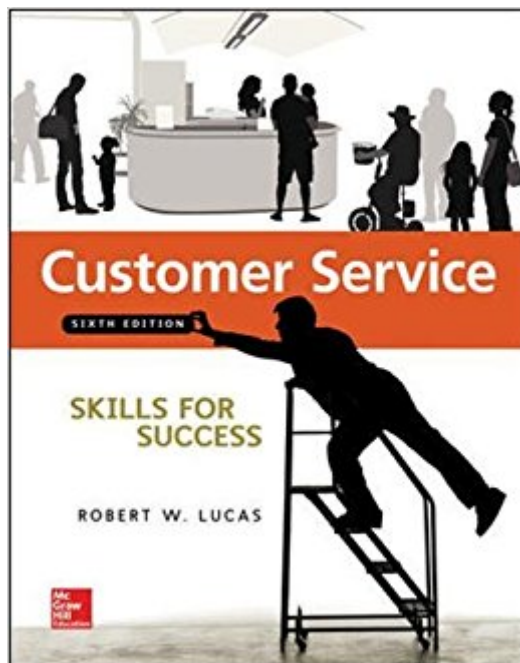


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# Customer Service Skills For Success



## Synopsis

Recipient of the 2017 Textbook & Academic Authors Association's Textbook Excellence Award, *Customer Service Skills for Success* by Robert W. Lucas is the top-selling customer service textbook in the United States. *Customer Service Skills for Success 6e* addresses real-world customer service issues and provides a variety of updated resources, activities, examples and tips from the author and active professionals in the industry to gain and hold readers' interest while providing insights into the concepts and skills related to customer service. The text begins with a macro view of what customer service involves today and provides projections for the future then focuses on specific skills and related topics. The sixth edition of *Customer Service Skills for Success* contains 10 chapters divided into three parts, plus the Appendix, Glossary, and Bibliography. These parts focus on different aspects of customer service: (1) The Profession, (2) Skills for Success, and (3) Building and Maintaining Relationships. Along with valuable ideas, guidance, and perspectives, readers will also encounter interviews of real-world service providers, case study scenarios and activities to help you apply concepts learned to real-world situations in order to challenge your thinking on the issues presented.

## Book Information

Paperback: 464 pages

Publisher: McGraw-Hill Education; 6 edition (February 3, 2014)

Language: English

ISBN-10: 0073545465

ISBN-13: 978-0073545462

Product Dimensions: 8.6 x 0.7 x 10.7 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.1 out of 5 stars 36 customer reviews

Best Sellers Rank: #11,894 in Books (See Top 100 in Books) #15 in [Books > Business & Money > Marketing & Sales > Customer Service](#) #18 in [Books > Business & Money > Skills > Business Writing](#) #48 in [Books > Textbooks > Business & Finance > Marketing](#)

## Customer Reviews

Bob Lucas is an internationally-known award-winning author and learning and performance expert who specializes in workplace performance-based training and consulting services. He has over four decades of experience in human resources development, management and customer service in a variety of organizational environments and was the 1995 and 2011 President of the Central Florida

Chapter of the Association for Talent Development (CFC-ATD). Bob has lived, traveled and worked in twenty-nine different countries and geographic areas. His life experiences give him a real-world perspective on the application of theory he has studied and used. In addition to having the top-selling customer service textbook in the United States, Bob has written and contributed to thirty-six other books, training video leader's guides and book compilations. He has shared his knowledge on a variety of workplace learning topics with workplace professionals from hundreds of national and international organizations. Some topic areas include customer service, creative training and management program development, train-the-trainer, presentation skills, interpersonal communication, adult learning, diversity, team building, and employee and organizational development. He also taught training and development, diversity and interpersonal/organizational communication at the Master's level for almost two decades while at Webster University. For more information about Bob and his customer service resources, visit <http://www.robertwlucas.com> and his customer service blog at <http://www.customerserviceskillsbook.com> Listed in the Who's Who in the World, Who's Who in America and Who's Who in the South & Southeast, Bob is also an avid writer. His publications include: -Customer Service Skills for Success-How to be a Great Call Center Representative-Please Every Customer: Delivering Stellar Customer Service across Cultures-Customer Service Skills & Concepts for Success-Customer Service: Building Successful Skills for the 21st Century-Energize Your Training: Creative Techniques to Engage Learners -Training Workshop Essentials: Designing, Developing and Delivering Learning Events That Get Results-Creative Learning: Activities and Games That REALLY Engage People-The Creative Training Idea Book: Inspired Tips & Techniques for Engaging and Effective Learning-The BIG Book of Flip Charts-People Strategies for Trainers: 176 Tips & Techniques for Dealing with Difficult Classroom Situations-Job Strategies for New Employees-Communicating One-to-One: Making the Most of Interpersonal Relationships-Coaching Skills: A Guide for Supervisors-Effective Interpersonal Relationships-Training Skills for Supervisors-Make Money Writing Books-231 Ways to Say I Love You and Mean It Additionally, Bob has been a contributing author for the Annual: Developing Human Resources series by Pfeiffer & Company since 1992 and several compilation works by various publishers. Bob has earned a Bachelor of Science degree in Law Enforcement from the University of Maryland, a M.A degree with a focus in Human Resources Development from George Mason University in Fairfax, Virginia, and a second M.A. degree in Management and Leadership from Webster University in Orlando, Florida. Contact Information: Bob Lucas(407)695-5535 [blucas@robertwlucas.com](mailto:blucas@robertwlucas.com) <http://www.robertwlucas.com> Blog: <http://www.customerserviceskillsbook.com> Like Bob on Facebook: <http://www.facebook.com/robertwlucas>

<http://www.facebook.com/robertwlucasauthor> Â Â Â

This book was easy to read and required for one of my classes. had the best price.

Correct textbook for my course. Arrived promptly. Good condition. Best price.

This book is absolutely terrible. On top of being as overpriced as every other textbook ever, it also takes itself \*way\* too seriously. For one example, which is what this review will center on, Chapter 6 talks about four Behavioral Styles - Rational, Inquisitive, Decisive and Expressive. The chapter says that you should try to determine what type of personality a customer may have in order to better deal with them, but yet to not take it too seriously, since people may display traits from other personality types as well. The catch? Well, at least to me, it really seems like Lucas simply made all of this up. I'm serious. At first he talks about research done by the likes of Carl Jung, but Lucas never makes a good connection between that and the specific four personality types that he lists as fact. Try googling those four terms ("Rational, Inquisitive, Decisive, Expressive") and as surely as clockwork, THIS book is the only result where it will show up. Being a college student, I also have access to professional databases like EBSCO and Academic OneFile, and I looked there too - nothing. Nothing at all. I cannot find those behavioral styles he was writing about anywhere. No Google result, no publication, nothing. The closest things I was able to find were a few random business articles with terms similar (but not exactly the same) to the book, but certainly nothing credible. I simply cannot find where Lucas got his information for his Behavioral Styles that he's passing off as fact. I mean, especially since he basically states that you can't take them \*too\* seriously anyway, since people apparently display attributes from all four - using Occam's Razor, wouldn't it be easier to just assume that these behavioral styles simply don't exist at all? If people display attributes of all four anyway, why was it even brought up? What practical use does this information have? And for that matter, if this author is okay with giving off useless, baseless information, why should I take anything in this book seriously, then? Why should I trust that Lucas is a credible source of information for \*anything\* if he apparently (to some extent anyway) just made some random crap up for this book? Why couldn't I just use the (much, much more credible) information available in the academic databases I have access to for the class I'm taking and just forget this useless textbook? Oh, right, I forgot - I'm a student. I'm \*forced\* to treat these awful textbooks like absolute fact without even questioning it, or else I can't get my degree! Yay education! For real, only get this textbook if you're forced to.

this book is very easy to read and you learn a lot when it comes to customer service.

Awful book with little to no helpful information. Complete waste of time.

Awesome service and it's a total save of money! The book is originally about \$140.

This book is decent for a mandatory textbook.

For the price I paid, I got exactly what I needed. I would have paid about four times this amount to rent this book for a semester. This book will serve the purpose. It is not brand new, but based on price, it is worth my time to look here.

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