



# **Strategic Customer Service: Managing the Customer Experience to Increase Positive Word of Mouth, Build Loyalty, and Maximize Profits**

*John A. Goodman*

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The success of any organization depends on high-quality customer service. But for companies that strategically align customer service with their overall corporate strategy, it can transcend typical good business to become a profitable word-of-mouth machine that will transform the bottom line. The author draws on over thirty years of research for companies such as 3M, American Express, Chik-Fil-A, USAA, Coca-Cola, FedEx, GE, Cisco Systems, Neiman Marcus, and Toyota. Filled with proven strategies and eye-opening case studies, this book challenges many aspects of conventional wisdom using hard data and reveals how any organization can earn more loyalty, win more customers...and improve their financial bottom line.

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