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Lessons Unlearned: 25 Years in Customer Service

John Ragsdale

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Customer service is of particular importance to 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 experiencethat ensures rabid fans.Most people think of customer service as a department, and it’s true—virtually every company has some sort of customer service division. But customer service is also a technology industry all on its own, with a wide array ofsoftware and hardware required to support customers with product and service questions.This book gives an insider’s view of the customer service industry, providing insight for those of you battling mediocre service every day. If you understand the tools, vocabulary, and metrics that power customer service, youcan definitely demand better service from your providers, and understand how to appropriately deal with service issues. And for those already working in the customer service industry, hopefully this book will provide you withsome new best practices, worst practices to avoid, and maybe even a laugh or two along the way.

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