Customer Service Delivery

Research and Best Practices

Lawrence Fogli, Editor
Foreword by Eduardo Salas
Customer Service Delivery
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4. Document and demonstrate best industrial and organizational-based practices
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Contents

Foreword  xiii
Eduardo Salas

Preface  xv
Lawrence Fogli

Acknowledgments  xix

The Authors  xxi

1  Customer Service from the Customer’s Perspective  3
   Stephanie D. Kendall
2  Organizing for Customer Service  22
   Robert J. Vance
3  Using Employee and Customer Perspectives to Improve Organizational Performance  52
   Scott M. Brooks, Jack W. Wiley, Emily L. Hause
4  Brands, Expectations, and Experience  83
   Clifton Lemon

Part Two: Employees and Customer Service  133
5  Customer Service Quality: Selecting Valued Performers  135
   Jerard F. Kehoe, David N. Dickter
6  Staffing and Selection Strategies for Service Quality  173
   Deborah L. Whetzel, Michael A. McDaniel
Part Three: Organizational Change
Management for Service Quality 195

7 Service Encounter Dynamics: Strategies and Tips for Better Customer Service 197
Diane Catanzaro, Eduardo Salas

8 “This Call May Be Monitored”: Performance Management for Service Quality 225
Seymour Adler, Miriam T. Nelson

9 What We Need to Know to Develop Strategies and Tactics to Improve Service Delivery 264
Lawrence Fogli

Name Index 303
Subject Index 309
Foreword

Good customer service—service that is focused on us, the customers—is all we really want when we buy our groceries, when we fly, when we go to the hospital, when we eat at a restaurant. We expect to be treated as valuable customers by everyone who sells us something—from our accountants to our waste management employees, our veterinarians to our bank tellers. In reality, the service we receive can exceed every expectation or find us feeling disappointed, dissatisfied, or worse. Some companies, agencies, and organizations excel at providing customer service; others do not. Some make it part of their culture, a core corporate value, a norm. Others don’t seem to recognize its value. This book seeks to understand customer service on many levels: what it takes to create a corporate culture that nurtures it, how it gives businesses an edge in the marketplace, and how to select and hire individuals who are ready, willing, and able to provide it to customers. Customer Service Delivery: Research and Best Practices is a practical walkthrough in the customer service arena. A very welcome book—on a topic not much studied by our profession—but which offers solutions that are based on recent research.

Larry Fogli and associates have tackled a challenging, unique, not-oft-discussed topic in the I-O community, yet one that affects us all every day. These chapters are full of advice, tips, hints, and strategies that can be applied to improve customer service. We hope this information is useful to anyone seeking to learn more about customer service from different perspectives. We know that exemplar customer service matters in organizational performance, so this volume should matter to those who create and manage organizations that rely on customer service to remain competitive. On behalf of the SIOP Professional Practice Series Editorial Board,