



# High-Tech, High-Touch Customer Service: Inspire Timeless Loyalty in the Demanding New World of Social Commerce

*Micah Solomon*

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**SETH GODIN: "It's hard to imagine an organization with front line employees that won't benefit from the ideas in this book."**

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**STEVE WOZNIAK, Apple co-founder:** "Micah Solomon conveys an up-to-the minute and deeply practical take on customer service, business success, and the twin importance of people and technology."

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**"Clearly the best book on customer service management written in the last decade."** Professor Frank Allen Philpot, George Mason University School of Management

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## **HONORS RECEIVED:**

**-SETH GODIN's "Must-Read Reading List,"**Late Spring 2012

**-CIO Magazine: "Must-read,** Summer 2012"

**-Readitfor.me:"The 8 new business books you need to read NOW"**

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Description: **In an age of social media, smartphones, self-service, and six-second attention spans, *High-Tech, High-Touch Customer Service* throws your business a lifeline.**

Today's customers are a hard bunch to crack. Time-strapped, screen-addicted, value-savvy, and socially engaged, their expectations are tougher than ever for a business to keep up with. They are empowered like never before and expect businesses to respect that sense of empowerment--lashing out at those that don't.

## **Take heart:**

Old-fashioned customer service, fully retooled for today's blistering pace and digitally connected reality, is what you need to build the kind of loyal customer base that allows you to survive--and thrive. And ***High-Tech, High-Touch Customer Service*** spells out surefire strategies for success in a clear, entertaining, and practical way. Discover:

- \* Six major customer trends and what they mean for your business
- \* Eight unbreakable rules for social media customer service
- \* How to effectively address online complainers and saboteurs on Yelp, Twitter, TripAdvisor, and other forums for user generated content
- \* The rising power of self-service--and how to design it properly
- \* How to build a company culture that breeds stellar customer service ?

***High-Tech, High-Touch Customer Service*** reveals insider secrets of wildly successful customer service initiatives, from Internet startups to venerable brands, and shows how companies of every stripe can turn casual customers into fervent supporters who will spread

the word far and wide--online and off. ?

### About the Author

"A new guru of customer service excellence is Micah Solomon."-- *The Financial Post*

**MICAH SOLOMON**, a successful entrepreneur and business leader, is a top keynote speaker and consultant on customer service, sales, and marketing issues, the customer experience, and company culture for our digitally connected times. He co-authored the bestselling *Exceptional Service, Exceptional Profit* and his expertise has been featured in Fast Company, Bloomberg BusinessWeek, Inc. Magazine, Forbes.com, **NBC** and **ABC** television programming, and elsewhere.

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