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## **10 Steps to Successful Customer Service**

***Providing great customer service is critical for the success of any business.***

**(Alexandria, VA) – January 21, 2010** Pushing buttons and listening to recorded messages is not good customer service, but many companies think it is. The latest book in the “10 Steps” series from ASTD Press, *10 Steps to Successful Customer Service*, provides a quick and effective check up to ensure that customer service professionals at all levels focus on key practices that keep and create satisfied customers.

This book examines the challenge of creating spectacular customer service, and provides a complete outline for developing customer-oriented practices within an organization. Written for customer service professionals from frontline providers to executives, these Ten Steps can help jump-start a successful customer service program.

In *10 Steps to Successful Customer Service* author Maxine Kamin provides a thorough background in the philosophy of customer service and includes tools like worksheets, checklists, tips, and exercises. Kamin, an expert in customer service, has consulted with Fortune 500 companies, universities, governments, and other organizations. She facilitates customer service training programs nationwide.

To find out more about *10 Steps to Successful Customer Service*, visit [www.store.astd.org](http://www.store.astd.org)

### About ASTD

ASTD (American Society for Training & Development) is the world’s largest professional association dedicated to the training and development field. In more than 100 countries, ASTD’s members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in 132 U.S. chapters and with 30 international partners. ASTD started in 1943 and in recent years has widened the profession’s focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues. For more information, visit [www.astd.org](http://www.astd.org).