



## The Small Business Advantage: From Surviving to Thriving Through Outstanding Customer Service

By Justin G Kinnear

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Have you ever noticed that most of the advice about creating great customer service comes from the world of big business? It suggests that in order to develop excellence you need to learn from global Hotel chains, enormous car rental companies, luxury department stores or massive technology firms. If you are a small business this kind of advice is well-intentioned but often of little use. You likely know already that outstanding customer service can be a real difference maker when it comes to small businesses, but how exactly does a small business develop outstanding service? You won't do it by copying what Airlines or online shopping giants do. Customer service is not getting better, it's getting worse. Almost everybody has a story to share about a terrible customer service experience. These stories span almost every kind of business and can be found all over the globe. Really smart businesses understand that this is not good enough. If you want to remain in business, remain profitable and keep your best customers you need more than ever to focus on making sure...



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