

Best Practice Guide for Customer Service Professionals

Stephanie Edwards, 2006, Customer 1st International

Review by David Parsons, Chief Executive, Institute of Customer Service

"I wholeheartedly recommend the Best Practice Guide for Customer Service Professionals (2nd Edition) to any organisation or individual wanting to work to the new National Occupational Standards in Customer Service. The Guide delivers - in a user-friendly and activity-based style - the underpinning knowledge needed to achieve one of the UK's level 2 customer service qualifications, namely the S/NVQs or Technical Certificates.

This resource is an ideal motivational tool for those working directly with customers. It can help to build, through the knowledge and skills of customer-facing people, today's essential prerequisite for organisational success - a reputation for delivering first-class customer service."

David Parsons, Chief Executive, ICS, October 2006