

Customer Service Resources

University System of Georgia Customer Service Improvement Initiative
<http://www.customerfocus.usg.edu/about/index.phtml>

Customer service guidance on the Colorado State University Extension Service page
<http://www.ext.colostate.edu/nso/nso/Customer%20Service/customerservicepage.htm>

Service Untitled interview with the Director of Admissions at Duke University.
Labor intensive process for thousands of applications paired with stressed out students and parents offers interesting and helpful comparison points to what we do in our offices.

Service Untitled <http://Serviceuntitled.com>
Blog provides readers with information about improvement of customer service and the customer service experience. VERY helpful!

Hanks, Richard D. Delivering and Measuring Customer Service: This isn't rocket surgery! Duff Road Endeavors, LLC, 2008.

Zeithaml, Valerie A, Parasuraman and Berry. Delivering Quality Service: Balancing Customer Perceptions and Expectations. Free Press, 1990.

Goldstein, Noah J., Steve J. Martin, and Robert B. Cialdini. Yes!: 50 Scientifically Proven Ways to Be Persuasive. Simon and Schuster, 2008