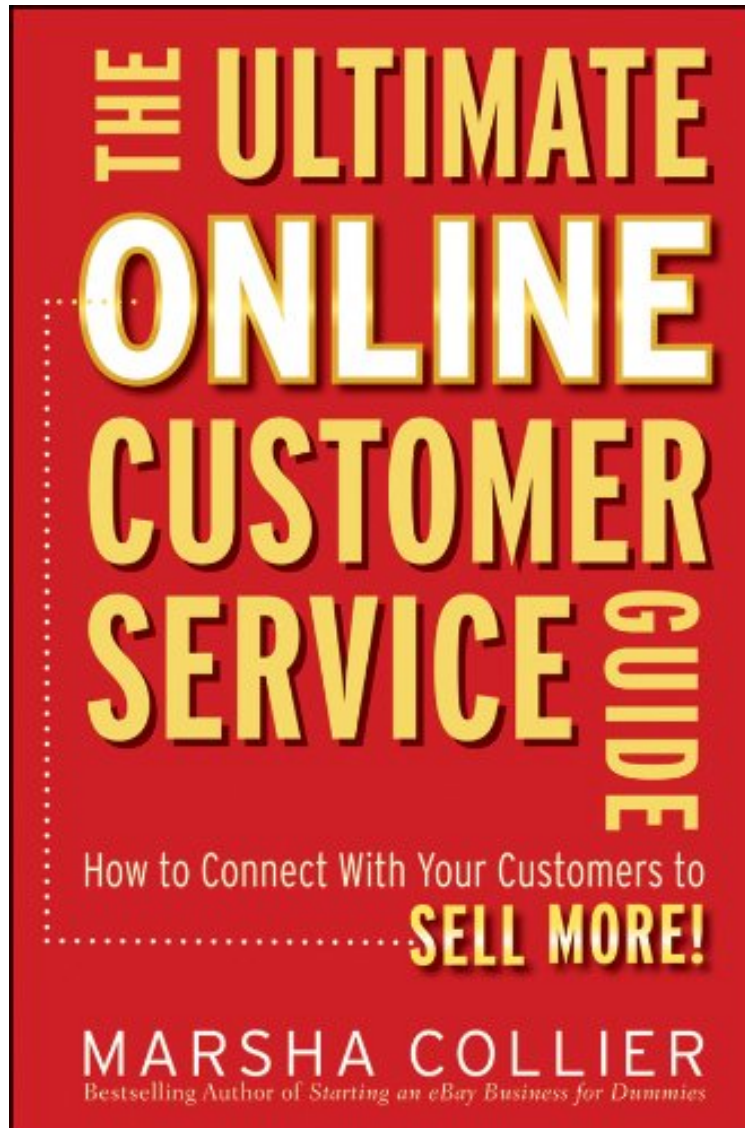


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## The Ultimate Online Customer Service Guide: How to Connect with your Customers to Sell More!

Marsha Collier

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Make your online customers happy;and create new ones;with this winning guide Social media gives you an unparalleled vehicle for connecting and engaging with an unlimited number of customers. Yet this vehicle is different than other, more impersonal forms. With social media, reps become part of their customers' lives. They follow back. They handle complaints immediately. They wish customers "happy birthday." They grow their brands by involving themselves in communities. The Ultimate Online Customer Service Guide gives you the keys to authentic and engaged service to customers through social media. Using a blend of case studies, a primer on classic online customer service, and instructions on how to execute quality customer service, this book enables you to access the opportunities that social media presents as a means of serving customers. Authentically use social media to connect with customers to boost your bottom line Attract new customers through your online presence Achieve higher GMS (Gross Merchandise Sales) with quality customer service Social media gives you a new and growing realm to distinguish your business. Create a productive presence in this interactive space with The Ultimate Online Customer Service Guide.

From the Inside FlapCreate the online service that wins customers and keeps their loyalty Whether you create an online business from scratch or make online customer outreach a part of your already established business, you are opening your virtual doors to hundreds of millions of potential customers. The possibilities for your business growth may seem limitless. And they can be;but only if you instill in your business the model and mission of customer service that has built successful businesses for centuries. Through personal experience in building her first online business on eBay, and her contacts with hundreds of businesses around the world, Marsha Collier has learned firsthand that good customer service can launch a small business into the stratosphere;while bad customer service can break the biggest conglomerate. With humor, fascinating research, and sensible advice, The Ultimate Online Customer Service Guide will demonstrate how any business can maximize its local or international customer outreach and even tailor its growth to meet both short-term and long-term goals. Collier explains: The choices available for online communication and how to use them to create a customized outreach program