

# [PDF] High-Tech, High-Touch Customer Service: Inspire Timeless Loyalty In The Demanding New World Of Social Commerce

Micah Solomon - pdf download free book

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**Books Details:**

Title: High-Tech, High-Touch Custome

Author: Micah Solomon

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**Description:**

**Review STEVE WOZNIAK, Apple co-founder:** "Micah Solomon conveys an up-to-the-minute and deeply practical take on customer service, business success, and the twin importance of people and technology."

**Jonathan Feldman, Contributing Editor, Information Week:** "In *High-Tech, High-Touch Customer Service*, Micah Solomon, better than anybody I've seen, illustrates how to achieve a level

of customer engagement that makes an organization thrive in our era of tech-enabled business success."

"Micah Solomon takes on one of the stickiest questions in business today--how to navigate the ever-changing landscape of technology without losing the soul of the customer experience--and explains it with great savvy. *High-Tech, High-Touch Customer Service* is a must read."

-- **Jay Coldren, Vice President, Marriott**

"To create a personal connection in today's fast-paced environment businesses you must listen and respond at the speed of light - and create a culture built on service. Solomon illustrates how to anticipate customer expectations and deliver a memorable experience every time." **Ray Davis, President and CEO, Umpqua Bank**

**"Brilliantly written and often belly-laugh humorous!"** Brian Schoenbaechler, President and Managing Partner, Integracore

"...cogent and clear primer for business owners leery of social media, featuring clear, organized takeaways and a firm, encouraging tone." --**Publishers Weekly**

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"This book is IDEAL for business owners who sell to consumers...you will find examples and lessons galore." --**Small Business Trends**

"Solomon has written a book that touches on all of the major issues surrounding customer service." -**Suite101.com**

"...the seminal work about how to handle your customers in this social media marketing high-tech, high-touch world." --**ICconnect007**

"...reminds us that genuine customer service isn't an afterthought... It is a continuing approach to meeting customers' changing needs on an ongoing basis." --**Inland Business Journal**

"...easy-to-read format that blends clear and practical solutions, written intelligently in a style that is relaxed and personal (and often quite funny)." --**FastForward Income**

"Micah offers us a view into the client's paradigm TODAY, and reveals how to deliver world class customer service." --**PM Knowledge Transfer**

"...must-read for any business leader...the content content is grounded in decades of experience and proven methodology." --**Eric Jacobson On Management And Leadership**

"...great read for anyone looking to design and deliver better customer experiences with the help of technology." --**ReviewPro**

"This 5-star book is eye-opening, entertaining, and above all, emphatically practical...for anyone in business striving...to keep up with technology and to keep their customers." --**Clark's Eye-on-Books**

"...should be read by all business executives...an important book about the negative impact social media has had on the business world." --**Blogcritics**

"..extremely valuable to all entrepreneurs, information marketers and business owners to think about, today more than ever." --**Greg Rollett, Rockstar Lifestyle Design**

"...will transform your thinking, your goals and vision, your approach to customer service, and your entire company culture into one that builds and sustains high-touch customer service..." --**BlogBusinessWorld.com**

"Sharp, witty and full of practical tools and examples, his text is a fine blend of entertaining read and things I can start doing Monday morning..." --**Independent Agent**

"Micah's new book is right up my alley! ...This book was fantastic..." --**It is Alive in the Lab**

"...presents all sorts of practical advice (and real world examples) to organizations on how to adapt to the new balance of power that social media presents." --**CIO Digest**

## Small Business Trends 10 Best Strategy Books 2013

"I hope companies pick up this book and implement its ideas right away! If done right, companies can easily have customers for life." --**Portland Book Review**

"...for anyone in business seeking to provide great customer service. The lessons can be applied to the business practices of a mom-and-pop shop or a billion dollar corporation." --**StellaService**

"The book is a must-read for any business leader. And, fortunately, the content is grounded in decades of experience and proven methodology." --**Eric Jacobson on Management and Leadership**

### Book Description

***In an age of Twitter, smartphones, and self-service kiosks, high-tech but still high-touch customer service is the answer.***

Today's customers are a hard bunch to crack. Time-strapped, screen-addicted, value-savvy, and socially engaged, their expectations are tougher than ever for a business to keep up with. They are empowered like never before and expect businesses to respect that sense of empowerment—lashing out at those that don't.

Take heart: Old-fashioned customer service, fully retooled for today's blistering pace and digitally connected reality, is what you need to build the kind loyal customer base that allows you to survive—and thrive. And ***High-Tech, High-Touch Customer Service*** spells out surefire strategies for success in a clear, entertaining, and practical way. Discover:

- Six major customer trends and what they mean for your business
- Eight unbreakable rules for social media customer service
- How to effectively address online complainers and saboteurs on Yelp, Twitter, TripAdvisor, and other forums for user generated content
- The rising power of self-service—and how to design it properly
- How to build a company culture that breeds stellar customer service

***High-Tech, High-Touch Customer Service*** reveals inside secrets of wildly successful customer service initiatives, from Internet startups to venerable brands, and shows how companies of every stripe can turn casual customers into fervent supporters who will spread the word far and wide—online and off.

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