

Are you irritating your customers so they never buy from you?

Today's consumer views loyalty to a business as a fad, and they also expect everything and then some. The companies that are thriving (and will continue to thrive) deliver amazing customer *experiences*. Customer service isn't just about being a department or a policy; it is about creating a culture where customers *can't wait* to do business with you, and are excited to refer their friends to you as well. This book's characters, *Negative Ned* and *Positive Paul*, illustrate the ABSURDITY of terrible customer service and the simple steps necessary to improve nearly every customer experience.

"Barbara Khozam's strategies have the power to change businesses and lives! Her strategic customer service tips absolutely lead to success. She knows her stuff!"

- James Malinchak

Featured on ABC's, "Secret Millionaire"
Founder, www.BigMoneySpeaker.com

"This book provides an entertaining, yet well overdue message for any business that wishes to excel. Barbara's irreverent sense of humor coupled with several great 'real world' stories make this book a staple for any customer service department's library!"

- Dave "The Chef" Sheffield

Barbara has delivered more than 1100 motivational programs to such companies and organizations as Boeing, FBI, University of Queensland Australia, Kaiser Permanente and many more. She has co-authored *Executive Etiquette Power* with leading business image experts and *Power of the Platform* with Jack Canfield, Les Brown, and Brian Tracy.

www.badcustomerservicetips.com



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Business & Investing

Barbara Khozam

How Organizations Deliver

BAD CUSTOMER SERVICE

AND Strategies that turn it around!

Positive Paul



Negative Ned



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