



...New from Peggy Morrow

*For the business that wants
to take customer service to
the next level...*

A do it yourself strategy to keep your customers loyal, attract new ones and increase your profits.

This book lays out a path for you to develop a program in your business that will make customer service your competitive edge. Just follow the step-by-step process detailed in this new, straightforward book.



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CUSTOMER SERVICE: How to Do It Right!

Read Peggy Morrow's new book to find

- A step-by-step plan to implement **effective customer service**
- Methods to **improve profitability**
- **Better hiring choices** (for less turnover)
- A blueprint to **increase customer loyalty**
- Strategies to help you **build a strong brand**
- Ways to **lessen the stress in your job** and deal with fewer angry customers
- Why customers often base their first purchase on price – but their **second purchase is based on customer service!**

Visit PeggyMorrow.com

Customer Service: How To Do It Right! is available through PeggyMorrow.com or Amazon.com
To schedule an author interview, contact Beth Shepard at Beth@BethShepard.com or call 413-863-2268.