

Library Hours

Monday – Friday 7:30 am – 10:00 pm
 Saturday – Sunday 9:00 am – 3:00 pm

Contact us

Website <http://www.ntc.edu/library>
 Email library@ntc.edu
 Phone 715.803.1115

SUGGESTED SEARCH TERMS

Active listening skills	Consumers	Customer satisfaction	Office practice
Business communication	Customer	Customer service	Organizational behavior
Business management	Customer assistance	Employee performance	Positive language
Business marketing	Customer communication	Etiquette	Product service
Call center	Customer equity	Frontline	Service quality
Client service	Customer loyalty	Information service	Serviceability
Communication skills	Customer orientation	Marketing	Telephone etiquette
Consumer behavior	Customer relation	Office management	Time management skills

CALL NUMBERS

025.5	Service for users	658.812	Customer relations
651.73	Oral communication	658.834	Consumer research
658.314	Motivation, morale, discipline	658.8343	Consumer attitudes, preferences, reactions
658.4063	Innovation by management	658.84	Export marketing
658.8	Management of marketing	658.871	Department stores
658.81	Sales management		

DATABASES

EBSCO

- [Academic Search Premier](#)
- [Business Source Premier](#)
- [MasterFILE Premier](#)

Ebrary

- [Films on Demand](#)
- [Gale Reference](#)
- [INTELECOM](#)
- [Opposing Viewpoints in Context](#)



ONLINE PERIODICALS

EBSCO – Academic Search Premier

- [CRM Magazine \(2004 to current\)](#)
- [Journal of Relationship Marketing \(2006 to current\)](#)

EBSCO – Business Source Premier

- [Teller Sense \(2001 to 2003\)](#)
- [Rural Telecommunications \(1992 to current\)](#)

EBSCO – MasterFILE Premier

- [Is Your Customer Base at Risk? Protecting Your Existing Business in Tough Times \(2014\)](#)
- [Services Marketing Quarterly \(2001 to current\)](#)



ELECTRONIC BOOKS AND SPECIALIZED REFERENCE SOURCES

Ebrary

- [People Love You: The Real Secret to Delivering Legendary Customer Experiences \(2013\)](#)
- [Managing the New Customer Relationship: Strategies to Engage the Social Customer and Build Lasting Value \(2013\)](#)
- [Powerful Phrases for Effective Customer Service: Over 700 Ready-To-Use Phrases and Scripts that Really Get Results \(2012\)](#)

- [Clients First: The two Word Miracle \(2012\)](#)

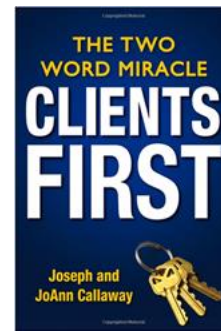
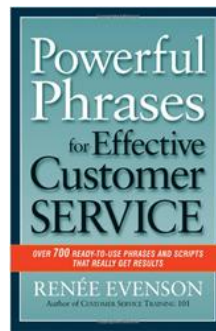
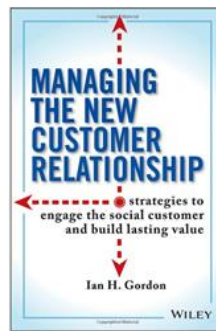
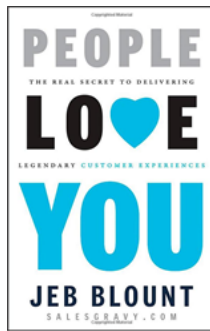
Gale Virtual Reference Library

- [Encyclopedia of Management \(2009\)](#)
- [Career Opportunities in the Retail and Wholesale Industry \(2009\)](#)

Credo Reference

- [BUSINESS: The Ultimate Resource \(2009\)](#)
- [QFinance: The Ultimate Resource \(2009\)](#)

EBRARY BOOKS



STREAMING VIDEOS

Films on Demand

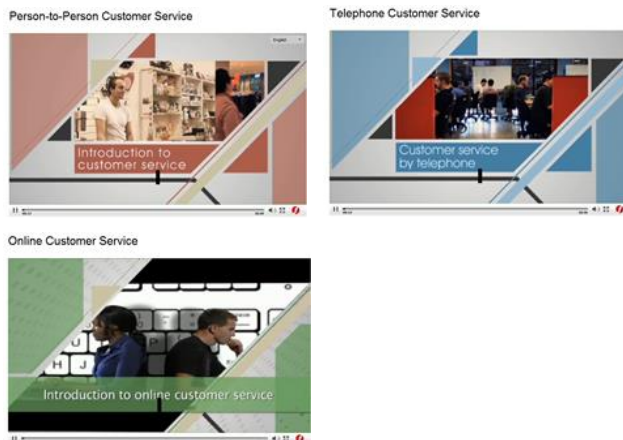
- [Customer Service Essentials Series \(2012\)](#)
- [Greatest Customer Service Story Ever Told \(2011\)](#)
- [Passion for Service Excellence: Workplace Excellence Series \(2009\)](#)
- [Handling the Difficult Customer \(2009\)](#)

INTELECOM

- [Customer Service Basics \(2009\)](#)
- [Email Essentials \(2009\)](#)

FILMS ON DEMAND:

CUSTOMER SERVICE ESSENTIALS SERIES (2012)



FILMS ON DEMAND:

PASSION FOR SERVICE EXCELLENCE: WORKPLACE EXCELLENCE SERIES (2009)

Passion for Service Excellence: Workplace Excellence Series:

- 1. Be Passionate About Your Work (01:23)**
An employer states that people love coming to work when they believe in what they do. Employees talk about their passion for the work. Caring and enthusiasm communicate passion.
- 2. Make a Positive First Impression (02:40)**
A warm greeting, a fast response to a customer inquiry, and projecting a professional image make a positive first impression. The website needs to be clean and have easy accessibility of information.
- 3. Build Friendly Relationships (02:16)**
Compliment the client's choice. Show your interest with questions. Speak with enthusiasm. Care about your clients.
- 4. Know Your Product (02:45)**
Knowing your product helps you handle questions confidently. Influence your client with positive images. Create realistic expectations and provide relevant details.
- 5. Understand Needs and Deliver Solutions (00:53)**
Having a flexible approach helps you deliver good customer service.
- 6. Turn Complaints into Commendations (01:59)**
People like to tell about negative experiences so it is very important to address complaints successfully. Listen to the complainer, empathize with them, understand and try to resolve the problem.
- 7. Passion for Service Excellence (00:16)**
This onscreen written summary lists the points covered in the film.
- 8. Credits: Passion for Service Excellence: Workplace Excellence Series (00:09)**
Credits: Passion for Service Excellence: Workplace Excellence Series