Unfortunately, all too often, we think of customer service as placating an angry customer or personally dealing with company employees who just don’t seem to understand our problems. However, customer service encompasses much more than just dealing with situations gone awry. In this issue of the Baylor Business Review, we focus on the art of customer service. And it is truly an art form — a customer service representative has the power to paint a picture of his or her company using words and actions that can forever alter a customer’s perspective.

You will read about several of our alumni who have adopted this art form and now serve others each day through their work in various industries. Due to the development of new technologies, we explore the online shift in customer service, how customers are utilizing online offerings and the implications this holds for companies.

You will see how customer service operates within a small business, Well Coffee, which not only caters to its local customers but also goes a step further to serve those living in underdeveloped economies. Christopher Blocker, assistant professor of Marketing, gives us a glimpse into his research on the importance of going above and beyond meeting customers’ needs by proactively anticipating those needs.

Within the Hankamer School of Business’ mission statement, “service to others” is listed as one of the School’s highest ideals. As they embark on their professional journeys, Baylor business graduates will continue to share the art of customer service with others by painting a relevant picture of servile leadership.

Terry S. Maness
Dean, Hankamer School of Business

Customer Service 3.0

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Protecting Your Rep

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