

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 reverent picture of servant leadership.

Terry S. Maness
Dean, Hankamer School of Business

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Customer Service 3.0 ^(p)4

ERIC KRELL



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bbr.baylor.edu

DEAN
Terry S. Maness
Hankamer School of Business

PUBLISHER
Office of Communications
& Marketing, Director –
Cynthia J. Jackson

MANAGING EDITOR
Kristin Todd Stires

ART DIRECTION
PolleiDesignWorks.com

PHOTOGRAPHY/VIDEO
Robert Rogers
Matthew Minard

AUDIO/VIDEO EDITING
ZackMorris MEDIA

CIRCULATION
Lindy Fuller

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Customer-Centric Bears ^(p)14

KRISTIN TODD STIRES

22 VIEW/REVIEW
Becoming a Talkable Brand

24 LEARNING IN 360
Connecting with Customers

26 LEADERSHIP PERSPECTIVE
Obsess Over Customers

32 *Sharing the Love One Cup at a Time*

36 RESEARCH AND PUBLISHING

Protecting Your Rep ^(p)42

FRANCI ROGERS

46 RESEARCH IN ACTION
Staying a Step Ahead with Proactive Customer Orientation

49 IN THE NEWS

50 ALUMNI NEWS

54 BAYLOR BUSINESS BUZZ

56 TEACHING ETHICS

58 WHY HIRE A BAYLOR GRAD? **USAA**

SIDEBARS: **30** E-commerce and the Power of (Virtual) Human Connection :: **48** Breaking the Cycle of our Obsession with Possessions

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