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Customer Service Book Hits Number 1 at Barnes and Noble
Just in Time for Customer Service Week October 3-7, 2005

PRINCETON, KY (September 23, 2005) – Don't "Blink" now, or you may just miss one of the fastest climbing nonfiction books at the Barnes and Noble web site. Already topping out at #1 on the lists of business books and marketing and sales bestsellers is "Winning" new readers every day. It isn't by a celebrity author, nor is it about a rare topic. Instead, it's *Willie's Way: 6 Secrets to Wooing, Wowing and Winning Customers and Their Loyalty* by Phillip Van Hooser. Just in time for Customer Service Week, October 3-7, this book reveals the secrets to outstanding customer service, based on the advice of a Columbia, SC taxi driver.

Willie Watson gave Van Hooser a ride one night when the professional speaker arrived in Columbia to deliver a speech. The experience was counter to everything Van Hooser had come to expect in his 20-plus years of traveling the world speaking and consulting about leadership and customer service. Van Hooser was so impressed by his trip with Willie, he deconstructed it in his book, published by John Wiley and Sons earlier this month.

"Customer retention is a top of mind issue for all companies and organizations these days," says Van Hooser. "Outstanding customer service is the number one way to gain a competitive advantage. Willie offers some terrific insight into what it takes to provide a memorable customer experience that results in long-term loyalty."

The six secrets detailed in the book are:

1. Acknowledge your customers immediately
2. Redefine your routine activities
3. Give customers your undivided attention
4. Listen, think, and use common sense
5. Bend the rules, sometimes
6. Make the last few seconds count

Van Hooser offers practical, if sometimes surprising, advice and anecdotes that illustrate each point. Every chapter concludes with a “Putting It into Practice” section that offers specific tips on how to implement Willie’s advice.

Note to reporters: Copies of Willie’s Way are available for review or reference. Contact Susan Van Hooser at susan@vanhooser.com to request your free copy. More information and story ideas can be found at www.williesway.com. Van Hooser is also available by phone and e-mail for interviews.