



The Chronicles of Sir Vival

Customer Service Under Siege

by Joan Fox

Foreword by Barbara A. Glanz

Hardcover / \$19.95

ISBN: 978-0-9797880-0-0

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Customer Satisfaction-- Who Cares?

“Clever, charming and insightful—this book captures the keys that will change your customer service culture forever.”

-- Ken Blanchard, coauthor of *The One Minute Manager®* and *Leading at a Higher Level*

CINCINNATI, Ohio - Customer service is surly, slow, and unreliable...and getting worse despite the tidal wave of books, tapes, and speakers that give it lip service. Quite frankly, it stinks!

In Joan Fox's critically acclaimed book, ***The Chronicles of Sir Vival: Customer Service Under Siege***, she uses memorable parable to convey what many experts have forgotten: There is a difference between "getting served" and "feeling served."

Written for anyone whose business touches customers, whether at the front desk or from a computer desk, ***The Chronicles of Sir Vival*** outlines actions and solutions to get to the heart of extraordinary service.

By setting her story in the once prosperous Village of Celelot, Fox's entertaining use of medieval-era metaphor uncovers the elements common to modern-day man and ancient royalty: That arrogance, might and indifference cause villagers - as well as customers - to beat a path out the door.

The Chronicles of Sir Vival:

a book so good, it's on the bookshelves of other best-selling writers and corporate leaders!

“...Finally, an imaginative twist on a subject that is tired of the same old, same old.”

-- T. Scott Gross, bestselling author of *Positively, Outrageous Service*

“...A big message put before the reader in a most delightful and intriguing manner!...”

-- William J. Towey, senior vice president, National Amusements (parent company of Viacom)

“...If you have customers, and want to keep your customers, you need to read this book.”

-- Catherine M. Myers, senior vice president, US Bank

About the Author:

Joan Fox is a nationally recognized customer care expert who partners with companies that want to “compete and win with service.” Joan is a popular speaker and a sought-after consultant.