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## CBORD Author Releases New Book on Customer Service

**Ithaca, New York**—Rich Gallagher, manager of Foodservice Management Systems Client Support operations at the CBORD Group, Inc., has just released his fourth nationally published book, *Delivering Legendary Customer Service: Seven Steps to Success*. Published by Oasis Press (ISBN 1-55571-520-6), the book will be available worldwide through major bookstores and online sites such as Amazon.com.

*Delivering Legendary Customer Service* looks at the best practices of service-driven organizations worldwide, and outlines a seven-step program for any organization to create legendary customer service with their own team. It discusses areas such as communications skills, managing the customer experience, techniques for handling difficult customer situations, managing quality service, how to execute as a team, developing strong internal customer relationships, and individual personal and career development.

“Service quality is a common denominator between both CBORD and many of our customers in the foodservice profession. If there is one core trend driving our product development, it is the needs of our clients to provide increased choice, quality, and customer satisfaction to their own customers to remain competitive,” said Gallagher. “Here at CBORD, we too have seen a focus on consistent, measurable service quality standards make a real difference in the level of our customers’ satisfaction in recent years.”

Gallagher views his latest book as a departure from traditional customer service texts. “My pet peeve is the belief that customer service is simply a matter of being “nice.” In my experience, delivering legendary service involves specific practices that any organization can learn and put to work. It is a profession, not simply an attitude, and this book teaches any organization how to execute the best practices of this profession and succeed,” he explained. Using examples from organizations such as Southwest Airlines, FedEx, Amazon.com, and others, this book provides real-world advice on the essentials of quality service in a readable, step-by-step format. CBORD itself is featured in the book, in a section that explores how its annual User Group Conference is used as a tool to stay close to its customers.

Gallagher’s previous book, *Smile Training Isn’t Enough: The Three Secrets of Excellent Customer Service* (Oasis Press, 1998), was an alternate selection of the Doubleday Executive Program Book Club, and reached Amazon.com’s top 5000 sales rankings in 1998 as one of the top 15 books on customer service management worldwide. He is widely published in the customer service and support trade press, has appeared in major market talk radio and online interviews, and presented the keynote address at the 1998 *Service News* conference.

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