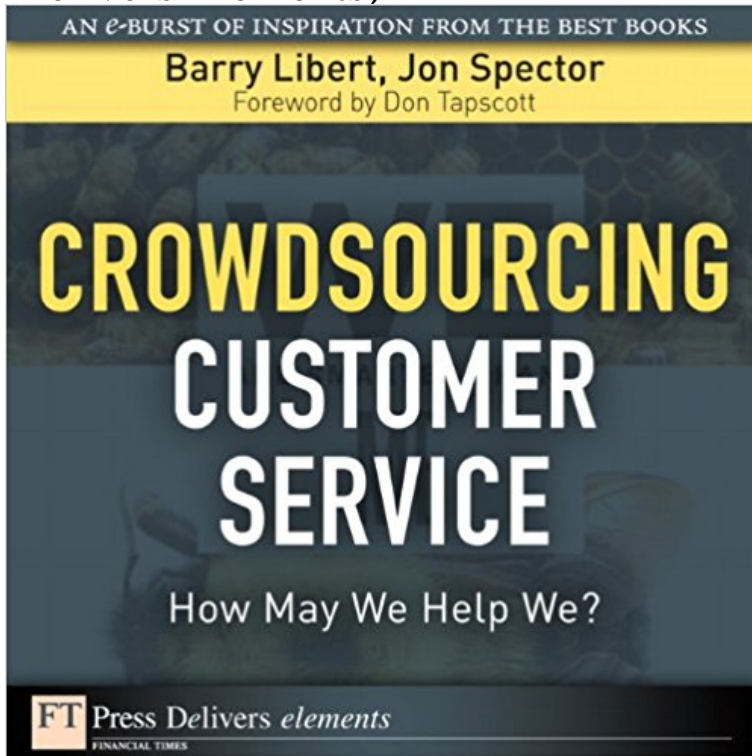


Crowdsourcing Customer Service: How May We Help We? (FT Press Delivers Elements)



This is the eBook version of the printed book. This Element is an excerpt from *We Are Smarter Than Me: How to Unleash the Power of Crowds in Your Business* (9780132244794) by Barry Libert and Jon Spector. Available in print and digital formats. How your customers can help you deliver higher-quality, lower-cost customer service! Every day, hundreds of online Cookshack customers sign onto its forums to ask and answer questions about its barbecue sauce, ovens, and cooking techniques. Companies like Cookshack save money by freeing customer-service personnel for other work, while also building a cohesive, loyal community of repeat customers who can be tapped for other purposes: to test new products.

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