



Chip Bell on Extraordinary Customer Service

By Dave Summers

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Chip R. Bell is the founder of The Chip Bell Group and works from the Dallas, Texas area. His consulting practice focuses on helping organizations build a culture that supports long-term customer loyalty. Prior to starting a consulting firm in the late 1970s, he was Vice President and Director of Management and Organization Development for NCNB, now Bank of America. Dr. Bell holds graduate degrees in organizational psychology and human resource development from Vanderbilt University and George Washington University. In 1969, he served in Vietnam as an infantry unit commander with the 82nd Airborne Division.

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