

Download Free
Customer Service
Guide

Customer Service Guide

Every customer-oriented business has its own Gladys—someone who demands more than most companies are able

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or willing to give, one who pushes front-line service representatives' buttons, one who requires a higher degree of skill to manage. One who—let's just say it—can be difficult. Yet how is it that some businesses

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prove able not only to satisfy their "Gladys", but turn her into one of their most loyal, utterly pleased customers? Filled with inspiring real-life case studies, Who's Your Gladys? reveals how large and small

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companies from a variety of industries avoid creating difficult customers in the first place. Readers will discover how they can:

- Create a culture that values compassionate connection with

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- their customers
- Use creative problem solving and emotional management skills to turn challenging situations into opportunities to strengthen relationships
- Form strong bonds by paying close

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attention to
people's needs •
Customize service
to different market
segments • Cement
unbreakable
customer
relationships with
absolutely anyone.
This is the most
authoritative and
complete guide to

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planning,
implementing,
measuring, and
optimizing world-
class supply chain
order fulfillment
and customer
service processes.
Straight from the
Council of Supply
Chain Management
Professionals

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(CSCMP), it brings together up-to-the-minute knowledge and best practices for all facets of order fulfillment and customer service process management, from initial customer inquiry through post sales service

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and support.

CSCMP and contributor Stanley Fawcett introduce crucial concepts ranging from customer order cycles to available-to-promise and supply chain RFID to global order capture networks.

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The Definitive
Guide to Order
Fulfillment and
Customer Service
imparts a deep
understanding of
each crucial
process, helping
readers optimize
your most
important
customer contacts.

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Coverage includes:
Basic concepts of
order fulfillment
and customer
service, and their
essential roles in
meeting customer
expectations Key
elements and
processes in order
fulfillment and
customer service,

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and interactions amongst them
Principles and strategies for establishing efficient, effective, and sustainable order fulfillment and customer service processes
The critical role of technology in

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managing order
fulfillment and
customer service
processes

Requirements and
challenges of global
order fulfillment
and customer
service processes

Best practices for
assessing the
performance of

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order fulfillment
and customer
service processes
using standard
metrics and
frameworks For all
supply chain and
operations
managers, students,
and other business
professionals and
decision-makers

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who are concerned with order fulfillment or customer service. This guide allows you to develop both simple and detailed Business and Marketing Plans. The e-book uses a simple question and answer format to

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lead you through the planning process, saving 40-80% of the time normally taken to prepare a business plan. And the customer service, and up-marketing concept will give you the power you need in your

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business. This e-book will help you to:

- * Plan and control your business.
- * Improve business and marketing skills.
- * Increase sales and profitability.
- * Generate new business ideas and establish your

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business direction.

* Serve your customers better (action steps included). * Up-Marketing concept. With this guide, literally anyone can prepare professional Business and Marketing Plans.

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It's simple question and answer format with examples and will save you hours of time and frustration whilst generating countless new ideas for your business. Already being used by thousands of businesses. The

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customer service chapter contains simple guidelines designed to assist you in strengthening the service you provide to your customers. Our wish for you is that you use this information and prosper. Open your

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mind, build your business and become wealthy by serving your clients in the most incredible way.

A Practical Guide
to Airline

Customer Service is
a textbook written
for airline
executives and

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undergraduate students who are preparing for a career in the airline service industry. Those working in similar functions and fields can also benefit from this book. This book primarily focuses on the importance

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of customer service in the airline industry. This includes basic airline operations and essential communication skills, and how airline service agents interact with passengers at every contact point of the

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travel process. A Practical Guide to Airline Customer Service is a must-read for those who seek a rewarding career in the airline industry.

The Complete
Guide to Ultimate
Customer Service
A Guide to

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Guide

Customer Service
Skills for the Help
Desk Professional
Managing Service
Excellence
Taking Control of
the Customer
Conversation
Quick and Easy
Techniques That
Get Great Results
The Employee's

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Guide for Creating
Satisfied
Customers
The Effortless
Experience
Presents the ten key
guidelines for
moving an
organization to
service excellence
and keeping it there.
Illustrates principles

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with down-to-earth examples for both large and small companies, giving readers a wide range of situations with which they can identify. The guidelines cover all the relevant functional areas, such as training,

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advertising, daily operations, finance, etc. Also shows the nineteen functions for maintaining a successful complaint handling unit. Each chapter concludes with separate lists of guidelines for chief executives, front line service personnel,

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back-office support,
and middle
management.

What's the secret to
sales success? If
you're like most
business leaders,
you'd say it's
fundamentally about
relationships-and
you'd be wrong. The
best salespeople

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don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent

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Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to

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conventional sales
wisdom in decades.
Based on an
exhaustive study of
thousands of sales
reps across multiple
industries and
geographies, *The
Challenger Sale*
argues that classic
relationship building
is a losing approach,

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especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver

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average sales

performance, only
one-the Challenger-
delivers consistently
high performance.

Instead of
bludgeoning
customers with
endless facts and
features about their
company and
products,

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Challengers

approach customers with unique insights about how they can save or make money.

They tailor their sales message to the customer's specific needs and objectives.

Rather than acquiescing to the customer's every

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demand or objection, they are assertive, pushing back when necessary and taking control of the sale.

The things that make Challengers unique are replicable and teachable to the average sales rep.

Once you understand how to identify the

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Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe

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customers'

expectations and
deliver a distinctive
purchase experience
that drives higher
levels of customer
loyalty and,
ultimately, greater
growth.

Learn to: save time
dealing with
unreasonable

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customers reduce
intensity of customer
anger increase safety
of employees and
customers reduce
stress related to
angry customers
convey image of
constructive caring
to government
customers even when
they are abusive set

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limits for angry customers and enforce them for mutual benefit
Government and public sector departments and employees often deal with angry, irate, upset, manipulative, and aggressive citizens and

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customers, due to their regulatory responsibilities.

Often employees are under-trained to deal with angry customers, leaving them at risk, while government agencies look uncaring and cold. Angry, unsatisfied clientele

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eat up hours of staff time. Government departments CAN provide excellent customer service. A critical step is learning how to defuse angry people so that the agency and the customer work TOGETHER.

Defusing Hostile

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Customers -- A Self-Instructional Workbook For Public Sector Employees is a "seminar in a book" and contains an amazing collection of specific phrases and actions that can be learned by any public sector

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employee, drawn from modern understanding of psychology of aggression and psycholinguistics. There are over 80 specific tactics to be applied, and most chapters contain hands-on exercises and "homework,"

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with key answers
provided at the back
of the book. Here's
just a taste of the
content: Government
Context Nature of
Hostile Behavior
How Hostile
Situations Escalate
Principles of
Defusing Art of Self-
Control Starting Off

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Guide

Successfully Using
Co-operative
Language Verbal
Self-Defense
Techniques
Acknowledgment
Tactics Countering
Non-Verbal
Intimidation Referral
Techniques
Telephone Hostility
Limit Setting There's

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even a chapter for managers and supervisors. This third edition (2010) is a unique blend of science and art not available anywhere else, and is based on the input of thousands of government employees over two

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decades.

Entrepreneurial phenomenon Ari Weinzweig, co-founder of the much-loved Zingerman's Deli, shares the secrets to providing world-class customer service. Zingerman's in Ann Arbor, Michigan, is a

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beloved deli with some of the most loyal clientele around. It has been praised for its products and service in media outlets far and wide, including the New York Times, Men's Journal, Inc. Magazine, Esquire,

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Atlantic Monthly, USA Today, and Fast Company. And what started out as a small deli has grown to a flourishing restaurant, catering service, bakery, mail-order operation, creamery, and training business.

Booming business

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and loyal customers are proof enough that the Zingerman's team knows a thing or two about customer service.

Now in Zingerman's Guide to Giving Great Service, co-founder Ari Weinzweig shares the unique

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Zingerman method of treating customers, giving the reader step-by-step instructions on what to teach staff, how to train them, how to implement the training, how to measure their success, and finally, how to reward

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performance. Some of Zingerman's time-tested principles: Customers who get a great product but poor service won't be as loyal as those who are disappointed with a product but get great service. You'll get more complaints if people

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believe you care enough to listen to them. And that's a good thing.

Employees who are rewarded, respected, and well cared for treat customers the same way.

Business Planner and
Customer Service
Guide for Busy

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Guide
Manager

The A-Z of Service
Excellence

A Practical Guide to
Airline Customer
Service

A Practical Guide to
Optimizing the
Customer
Experience

Principles and
Strategies for

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Planning,
Organizing, and
Managing
Fulfillment and
Service Operations
Customer Service
Operations
Guide to Supply
Chain Management
**Everyone knows
that the best
way to create**

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Guide

**customer
loyalty is with
service so
good, so over
the top, that
it surprises
and delights.
But what if
everyone is
wrong? In their
acclaimed
bestseller *The
Challenger***

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**Sale, Matthew
Dixon and his
colleagues at
CEB busted many
longstanding
myths about
sales. Now
they've turned
their research
and analysis to
a new vital
business subject—customer**

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loyalty—with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched

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that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful

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research over five years and tens of thousands of respondents proves that the “dazzle factor” is wildly overrated—it simply doesn’t predict repeat sales, share of wallet, or

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**positive wordof-
mouth. The
reality:
Loyalty is
driven by how
well a company
delivers on its
basic promises
and solves day-
to-day
problems, not
on how
spectacular its**

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**service
experience
might be. Most
customers don't
want to be
"wowed"; they
want an
effortless
experience. And
they are far
more likely to
punish you for
bad service**

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than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable

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**company, a free
month of HBO
when it screws
up or a fast,
painless
restoration of
your
connection?
What about your
bank—do you
want free
cookies and a
cheerful smile,**

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**even a personal
relationship
with your
teller? Or just
a quick in-and-
out transaction
and an easy way
to get a refund
when it
accidentally
overcharges on
fees? The
Effortless**

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**Experience
takes readers
on a
fascinating
journey deep
inside the
customer
experience to
reveal what
really makes
customers
loyal—and
disloyal. The**

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**authors lay out
the four key
pillars of a
low-effort
customer
experience,
along the way
delivering
robust data,
shocking
insights and
profiles of
companies that**

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**are already
using the
principles
revealed by
CEB's research,
with great
results. And
they include
many tools and
templates you
can start
applying right
away to improve**

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service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the “dazzle factor” fails to deliver. The rewards are there for the taking, and the

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**pathway to
achieving them
is now clearly
marked.**

**Have you ever
wondered what
keeps
customers'
loyalty on a
certain product
or service? One
of the most
considerable**

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facts is keeping the people aspect of the business alive. Treating customers as individuals and not just representation of financial returns can give you the competitive

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edge. Having a good customer service is therefore vital for any businesses to sustain its operations. If you are in the service industry, a good customer service can be

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your bread and butter. By having good customer service, you can generate more profit as it will promote company loyalty. This essential guide brings supply chain

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**theory to life.
Intended for
readers with a
business
interest in
supply chain
management, the
book covers the
key topics in
eleven
chapters,
including
planning,**

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**sourcing,
making,
delivering and
returning, as
well as
strategy,
people,
finance,
customer
service and
outsourcing.
Each chapter
starts with a**

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**brief summary
and learning
objectives that
guide the
reader through
the text. This
second edition
also explores
digital,
sustainability
and innovation
impacts on
today's global**

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supply chains.
The book is
written in a
clear and
simple way,
featuring a
variety of
figures, tables
and
recommendations
for further
reading. The
respective

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**chapters
conclude with
real-life case
studies from
different
companies,
illustrating
best practices.
In the course
of their work,
the authors
have met
professionals**

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all over the world who are passionate about their business achievements. By including their vivid examples, the guide brings theory to life, enabling readers to

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**understand and
embrace the
concepts and
ideas
presented.**

**Colin Scott,
Henriette
Lundgren and
Paul Thompson
are experts in
supply chain
management and
have worked**

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with

**practitioners
in businesses
across the
globe.**

**Endorsement:
This guide is a
really useful
reminder of
what good
practice is and
how it should
be applied**

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within supply chain management. The book is relevant for students of supply chain management and professional practitioners alike. This book offers an invaluable

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guide to understanding the specific dynamics of your supply chain and the fundamentals underpinning it. It provides the framework for delivering a supply chain strategy based

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**upon recognised
best practice.
Martin McCourt,
CEO, Dyson
Limited .**

**When you
accepted
employment with
your
organization,
you took on a
significant
responsibility:**

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**taking care of
the people who
keep your
business IN
business - YOUR
CUSTOMERS. No
job is any more
important than
that ... no
function is
more closely
linked to your
organization's**

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mission and its overall success.

Whether you're a seasoned professional with years of customer service experience or someone just starting in that field, no

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**matter if this
is your ideal
job or just one
stop on a
larger career
journey, you
need to be
successful. You
need to
...Serve Right.
This book will
show you how!
The Service**

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**Culture
Handbook
A Practical
Guide
BLS Customer
Service Guide,
2010-11
Customer
Service
An End to End
Perspective
How to Create
the Ultimate**

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**Customer
Experience for
Your Brand
How to Connect
with your
Customers to
Sell More!**

***The Ultimate
Online
Customer
Service
Guide***
***How to
Connect with***

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Guide

***your Customers
to Sell***

More! John

Wiley & Sons

***What is the one
thing that all***

businesses

depend on?

Customers.

***What could be
more***

important,

then, to your

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***organization's
enduring
success than a
solid, well-
planned and
executed
customer
service
strategy--a
philosophy and
culture that
show customers
that they are***

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Guide

the reason you are in business in the first place? As this book reveals, we are all in the business of serving customers, whether they be external or internal to your organization. It

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***therefore
behooves each
of us to
understand and
practice the
principles of
service
excellence.***

***Managing
Service***

***Excellence is a
comprehensive
guidebook for***

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Guide

***creating and
maintaining a c
ustomer-centric
organization.***

***Through
chapters
focusing on
specific skill
sets, real-world
examples, and
review
questions, this
book details***

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how to create a satisfied customer and keep them for life. In clear, accessible language, Crutcher covers every aspect of service--from effective planning, communication,

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***teaming, and
coaching
strategies, to
managing
change,
strengthening
critical thinking
and problem-
solving skills,
and leveraging
customer
feedback to
drive business***

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***improvement
and innovation.
With extensive
experience in C-
level and higher
education roles,
Crutcher helps
us understand
what customers
really want and
need, what
drives their
individual***

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***behavior, and
how to best
customize our
service
approach
accordingly. In
a world where
technology is
constantly
changing the
business
landscape, this
book serves as a***

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***timeless
resource on the
fundamentals of
customer
service. There
will never be a
substitute for
the competitive
advantage that
integrity,
competence,
and relationshi
p-building***

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***provide. As
Crutcher writes,
"If you build it,
they will come"
may work in the
movies, but in
real life,
success
requires a
consistent
effort in the
field of
customer***

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service.

***Managing
Service
Excellence
provides the
keys.***

***With the recent
technological
changes and
the growth of
the service
industry,
customer***

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***expectations
are changing
rapidly.
Customer
service is
becoming a
major factor of
differentiation
and a great
competitive
tool. Recruiters
are now
focusing on the***

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culture fit of employees and their ability to interact with customers efficiently. This increased pressure on employees, necessitates that both companies and employees

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***understand
what customer
needs truly are,
identify the
right skills
needed to offer
great customer
service and
learn customer
service best
practices and
engagement
rules. This book,***

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clearly defines what customer service is and why it is important for both the company, the employee and the customer. It identifies the causes of bad customer service and

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proposes practical solutions on how to improve customer service. The concept of customer experience is also evoked with emphasis on its 3 major variables and

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ways to shape customer expectations. The first section of this book ends with a detailed appraisal of the 6 primary customer service skills, and explains how to acquire

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and use them. The second section looks at customer needs. It analyses the difference between Customer core and auxiliary needs and explains how to

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***continuously
ensure
customer
satisfaction.
Some basic
customer
psychology tips
as well as the
different stages
of customer
relationships
are also
discussed***

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here. The last section identifies ways in which we can improve our interactions with customers. Beginning with the right employee attitude, this section describes the

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different types of difficulty customers and provides a guide on what employees must do when faced with difficult customers. The section ends with the 34 rules customer service

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***professionals
need to live by
and the values
that make great
customer
service
agents. The
overall
objective of this
book is to
provide a
simple guide
for onboarding***

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***new employees,
training old
employees and
ensuring that
organizations
are successful
in their
customer
service efforts.
This book can
be used as a
guide for any
organization***

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that seeks to transform its customer service delivery, as well as a guide for any employee who wants to develop their customer service skills. Take Care of Your

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***Customers--or
Someone Else
Will! Legendary
Service Great
customer
service is a
concept
organizations
love to be
known for. Yet
most people
consider the
service they***

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***receive to be
average, at
best. Successful
companies
make the
connection
between
legendary
customer
service and a
thriving
business--they
recognize that***

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***the way
employees treat
customers is
directly related
to the way
managers treat
employees.***

***Kelsey Young is
an optimistic
but
disillusioned
sales associate
working her***

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***way through
college. Her
world opens up
when one of her
professors
challenges her
to create a
culture of
service at her
workplace by
putting the five
components of
Legendary***

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Service into practice. Although Ferguson's, the store where Kelsey works, certainly isn't known for service excellence, Kelsey believes she can make a positive

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difference. She quickly learns that culture change isn't easy--and that her role as a frontline employee is more significant than she ever could have imagined. In

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***characteristic
Blanchard style,
Legendary
Service: The
Key Is to Care
is a quick and
entertaining
read for people
at all
organizational
levels in every
industry. When
applied, its***

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***lessons will
have a profound
impact on the
service
experience your
customers will
receive.***

***Whether a CEO
or a part-time
employee, every
person can
make a
difference--and***

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***customer
service is
everyone's job.
PRAISE FOR
LEGENDARY
SERVICE:
"Read this book
and establish a
service culture
in your
organization." --
Horst Schulze,
Chairman/CEO,***

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***Capella Hotel
Group***

***"Legendary
Service has
great learnings
for people at all
organizational
levels: for
executives and
managers, the
value of a
service culture;
and for***

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***frontline staff,
the reality that
they are the
face of the
company and
can make a
difference.
Legendary
service--it's
everyone,
always." -- Mark
King, CEO and
President,***

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***TaylorMade
Golf***

***"Everything I
know about
service I
learned from
my career at
Hilton Hotels,
Marriott
International,
The Walt
Disney
Company, and***

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***Ken Blanchard.
The One Minute
Manager
dramatically
changed my
thinking 32
years ago.
Legendary
Service will
teach the next
generation how
to deliver
sensational***

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***service. Buy it,
study it,
implement it."***

-- Lee

***Cockerell,
Executive Vice
President, Walt
Disney World
(Retired &
Inspired), and
author of
Creating Magic
and The***

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***Customer Rules
"Kathy Cuff and
Vicki Halsey
have created a
fantastic
customer
service model
called ICARE.
When you add
their voices to
that of the
master
storyteller Ken***

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Blanchard, you have a masterpiece entitled Legendary Service. It is a must-read for everyone who, like me, has a passion for service." --
***Colleen Barrett,
President***

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***Emeritus,
Southwest
Airlines, and
coauthor of
Lead with LUV
"Ken Blanchard
has done it
again and
delivered the
right book at
the right time.
Legendary
Service***

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***provides the
essentials of
hospitality and
servant
leadership in a
way that***

***everyone can
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Debi Stanton has been in the customer service field for most of her career, well actually all of her career. Everyone has a

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