

501 Ways to Roll Out the Red Carpet for Your Customers

Donna Cutting

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Donna Cutting : 501 Ways to Roll Out the Red Carpet for Your Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised 501 Ways to Roll Out the Red Carpet for Your Customers:

0 of 0 people found the following review helpful. This is the Single Best Book on Creating an Extraordinary Customer Experience that I've Read...By CustomerThis book is hands-down, the single best book I've yet to read on creating an extraordinary customer experience. It's replete with suggestions going beyond the usual superficial actions like "setting the mood" or "being nice" and includes loads of actual examples from all types of organizations around scenarios like using humor to diffuse awkward staff mishaps, the difference between being "pet friendly" and "pet welcoming," and surprising and delighting customers over their ENTIRE experience, rather than making it all happen up front.My

favorite part of the book was the chapter that focused on using the same tactics to create a positive team culture (e.g., building an "apprentice" program, having themed meeting rooms, celebrating wins, and even having a staff ball pit). This is one of those books where you can read it cover to cover for the entire "framework" or open it up to pretty much any page and find a creative idea that will help you to optimize the experience that your customers (and staff) have with your product or service. Highly recommend!

0 of 0 people found the following review helpful. Outstanding Practical Advice for Customer Service. By J. Walker After reading her book, "The Celebrity Experience", I came across this book and immediately bought copies for our entire team, without previewing the book first. I was not disappointed. It is a perfect sequel to the Celebrity Experience, building upon that foundation to add numerous examples of fun and innovative ways to create an amazing customer experience. Our business is called Cherish Yourself, and so we want to make sure that all of our customers feel cherished, like they are the most important person in the world when they are in our center. This book not only gave us a lot of useful tactics to implement, it has served to inspire us to go beyond what we read in the book and innovated new and more exciting ways to deliver the ultimate customer experience. Along with The Celebrity Experience, we will be making this book required reading for everyone on our team. I highly recommend both of these books to those who want to benchmark elite customer service in their businesses.

0 of 0 people found the following review helpful. Improved Service after using techniques By Danielle D'Atri I have read Donna's book and all I can say is- Outstanding! Great tips and ideas to use in your business! The ideas are simple and easy to use and implement. I love the 10 days of Thank You and have used it and have seen team members feel appreciated from just a simple note or small token of thanks. From doing and living these ideas- my team has rated me the top manager to work for IN THE COMPANY! My team is benefiting from the ideas in the book but most importantly MY CUSTOMERS keep coming back to our store and love us. We have gone from a customer score of 66 to an 83 using Donna's techniques in her book. If you want to REALLY take special care of your customers- then buy and read his book. It can change everything for your team and your customers.

It's no secret that companies that deliver one-of-a-kind experiences for their customers create raving fans that return, refer, and clamor for more. As a leader in your organization, you are charged with coming up with unique and exciting ideas for rolling out the red carpet for your customers. But given your other responsibilities, where can you find the time to do so? 501 Ways to Roll Out the Red Carpet for Your Customers is power-packed with proven, ready-to-implement action ideas to enhance your customers' experience. You'll find examples from a variety of fields, from healthcare, banking, and entertainment to small business, retail, and entrepreneurial ventures. 501 Ways to Roll Out the Red Carpet for Your Customers will give you helpful tips to: Make "red-carpet service" a first and lasting impression. Get your team "red-carpet ready." Inspire positive word-of-mouth by delivering wow. Handle service recovery with style. Employ creative marketing ideas and social media savvy. Using the plethora of tips, tricks, and techniques in 501 Ways to Roll Out the Red Carpet for Your Customers, you don't have to reinvent the customer-service wheel; just roll out the red carpet!

"This is more than a book, it is a continuous resource for anyone who wants to take their customer service to the highest level possible. Donna draws on her extensive experience working with companies to create red carpet service. This book belongs on the desk of every leader and in the mind of anyone who impacts customer loyalty."--Barry Banther, best-selling author of A Leader's Gift "Customer service is everyone's job. It's not a department. It's a philosophy. This outstanding book provides anyone, in any job, in any size company ideas to help you deliver first rate customer service, build customer confidence and keep your customers AMAZED!"--Shep Hyken, New York Times best-selling author of Amaze Every Customer Every Time "I LOVE this book! If your organization needs a new burst of energy to re-ignite everyone's commitment to service, this is the book for you. Donna has shared myriads of simple, practical, immediately actionable ideas from nearly every possible industry to delight both customers and employees. So, my advice--buy a copy for everyone and let the new show (Act Two!) begin!"--Barbara A. Glanz, Hall of Fame Speaker and author of The Simple Truths of Service About the Author Donna Cutting is the founder and CEO of Red-Carpet Learning Systems, Inc., a consulting firm that provides tools and training to help leaders engage their teams to deliver world-class customer service. She's a popular keynote speaker, and her experience as an actress clearly informs her high-energy, theatrical, and comedic speaking style. She is the author of The Celebrity Experience: Insider Secrets to Delivering Red-Carpet Customer Service (Wiley, 2008). As a speaker and consultant she works with a wide variety of clients, including those in healthcare, senior living, entertainment, retail, financial services, pharmaceuticals, and others. Donna happily lives in Asheville, North Carolina, with her husband, Jim, and their two dogs, Moxie and Tonks.