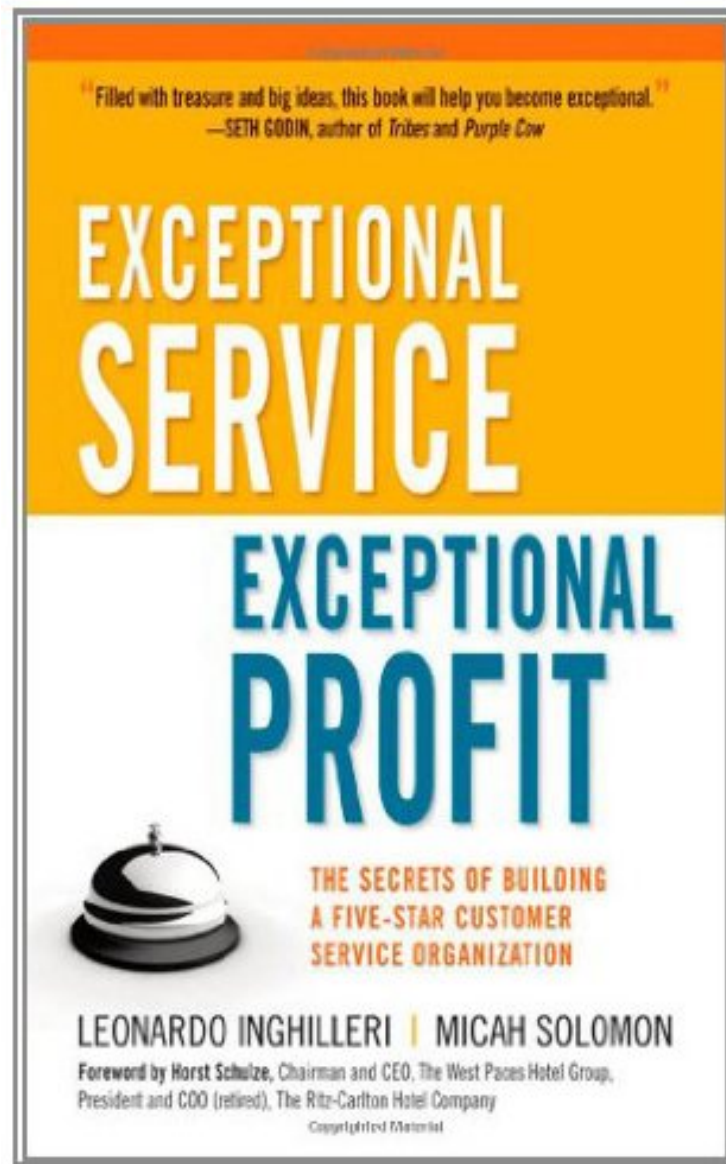


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2 of 2 people found the following review helpful. A Fantastic Book For People New To The Customer Service Industry By Zachariah Atteberry, CCBCI sometimes need help to provide exceptional service on the customer service of things...or at least I did when I first started out and consulted this book. I had aspergers so I did not know how other people thought or how I was supposed to react to certain things at first. This book guided me in providing optimal service to clients and potential clients in a way that promoted buy in and trust. I highly recommend this book for people who want to know how to provide exceptional service and reap exceptional profits. 3 of 3 people found the following review helpful. There are very good ideas here By Jessica2960 I manage a customer service team at work. This book is also available on audible. Our team read/listened to this book over a month and then at our monthly meeting we discussed this book and are currently working on implementing some of it's principle. There are very good ideas here. Only thing is I wish they went a bit more in depth on examples of anticipatory service and how to track if your efforts are working. We are currently trying out some things and the customers seem to be receptive but I'd like to know how to track it in a measurable way. 3 of 3 people found the following review helpful. Worth Reading Every Page By TRWI expected to skim this book like I do most business books. I work through pretty quickly looking for those little nuggets that are valuable. What surprised me was how deep this book goes into the concept of anticipatory service. When I read the first reference to this, I thought for sure that I knew what it meant. The authors threw me a couple of curveballs and now have me reevaluating every interaction I have with my customers. If you want to build an organization that is successful because of the way you treat your customers, you must read this book.

“Filled with treasure and big ideas, this book will help you become exceptional.” — SETH GODIN In a tight market, your most powerful growth engine—and your best protection from competitive inroads—is this: put everything you can into cultivating true customer loyalty. Loyal customers are less sensitive to price competition, more forgiving of small glitches, and, ultimately, become “walking billboards” who will happily promote your brand. In *Exceptional Service, Exceptional Profit*, insiders Leonardo Inghilleri and Micah Solomon reveal the secrets of providing online and offline customer service so superior it nearly guarantees loyalty. Their anticipatory customer service approach was first developed at The Ritz-Carlton as well as at Solomon’s company Oasis, and has since proven itself in countless companies around the globe—from luxury giant BVLGARI to value-sensitive auto parts leader Carquest, and everywhere in between. Now, readers can take the techniques that minted money for these brands and apply them directly to their own businesses. As Ken Blanchard writes, “Leonardo and Micah’s philosophies, rules, and winning examples of service excellence will make you want to implement their suggestions immediately in your own organization.” Filled with detailed, behind-the-scenes examples, the book unlocks a new level of customer relationship that leaves your competitors in the dust, your customers coming back day after day, and your bottom line looking better than it ever has before.