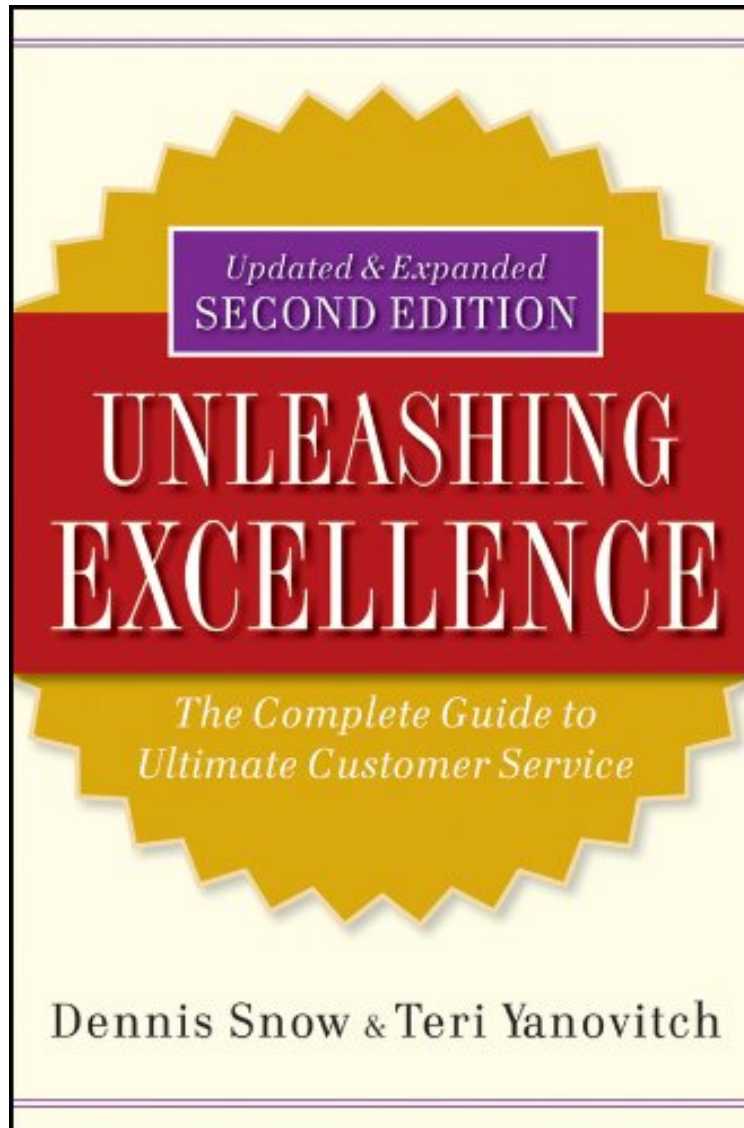


(Download) Unleashing Excellence: The Complete Guide to Ultimate Customer Service

Unleashing Excellence: The Complete Guide to Ultimate Customer Service

Dennis Snow, Teri Yanovitch

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Dennis Snow, Teri Yanovitch : Unleashing Excellence: The Complete Guide to Ultimate Customer Service
before purchasing it in order to gage whether or not it would be worth my time, and all praised Unleashing Excellence:
The Complete Guide to Ultimate Customer Service:

3 of 3 people found the following review helpful. Customer Service Excellence!By O. HalabiehIn this book the authors outline an action plan, made up of nine elements, to "inculturate" service excellence (excerpted):"1) Create the Service Improvement Team(...) Action Steps: a) Try to select 8 to 12 members at the most. b) Ensure that the team

represents a cross-section of the organization c) Have as many senior level members as possible on the first Service Improvement Team. Members need to have the authority to get things done. d) Draft the team charter.2) Develop the organization's Service Philosophy and Service Standards(...) The service Philosophy answers two questions: what we do? how we do it?...Guidelines for Developing your service standards: Each standard on the final list should be unique from every other standard...Each standard should be actionable...The standards must focus on customer service.3) Develop and execute on ongoing service Communication and Awareness plan(...) Communication during the awareness stage - what employees need: information...Communication during the awkwardness stage - what employees need: reassurance...Communication during the assimilation stage - what employees need: what's new about the service effort.4) Create and execute a plan for ongoing service Training and Education(...) Training for the frontline employees should: 1) Ensure consistent understanding of the service improvement process. 2) Share best practices regarding service excellence. 3) Develop personal action plans for service excellence. 4) Communicate next steps.5) Adapt the Interviewing and Selecting processes to include all elements of the service culture(...) Action Steps: a) Observe and interview your best employees in order to uncover their service talents. b) Enlist your service superstars in your recruiting efforts. c) Track how the best employees were recruited to your company. d) Model your company's values during the interview process.6) Create and implement a service Measurement process(...) Keys to local measurement success: a) Local measurements should be linked to the overall service improvement effort...b)The workgroup should be able to impact the factors they measure...c) The act of measuring shouldn't negatively impact the customer experience...d) Improvement in one service factor shouldn't negatively impact another service factor.7) Develop appropriate Recognition/celebration processes that reinforce the service culture(...) Action steps: a) Ensure that recognition is strategically linked to the overall service improvement effort. b) Create mechanisms that encourage recognition at all levels of the organization. c) Review current recognition practices to determine if they are consistent the Service Standards and contain an emotional component. d) Provide special recognition for your stellar performers. e) Communicate and train all management and frontline employees on the importance of recognizing service excellence."8) Implement a Service Obstacle System for identifying and addressing barriers to service excellence(...) One of the most important jobs of a leader in a service improvement initiative is to help remove obstacles that keep employees from giving great service.9) Build a Management Accountability system that ensures commitment to ongoing service excellence(...) The three-legged stool suggests that leaders should be accountable for three broad areas: a) The customer experience. b) The employee experience. c) Business results."0 of 0 people found the following review helpful. For Achieving Customer Service ExcellenceBy Mark F. LaMoureMark F. LaMoure, Boise, ID"Unleashing Excellence," by Dennis Snow is a highly informative book. It is and excellent book that is easy and fast to read. It should be required for all people working in areas of customer service. This is a customer service guide, that focuses on the tools for implementing excellent customer service. I give the book Five Gold Stars for guiding the reader to deliver quality customer service. It is an absolutely useful book.1 of 1 people found the following review helpful. Very GoodBy Marc BowersThis book shows that Dennis Snow and Teri Yanovitch totally get customer excellence and the importance for all businesses. If your company needs help unleashing excellence for your customers then this should be a must read.It's great the way Teri and Dennis lay out very detailed and specific plans on how your company can make this happen. The state of customer service is bad right now and this book can help.

A step-by-step guide to designing and implementing an amazing customer service culture In today's competitive business environment, keeping customers happy is the key to long-term success. But some businesses provide much better customer service than others. It's not always clear what works and what doesn't, and implementing new customer service practices midstream can be a difficult, chaotic task. Business leaders who want to transform their business culture into one of customer service excellence need reliable, proven guidance. Unleashing Excellence gives you practical tools and step-by-step guidance tailored to your company's individual customer service needs. It shows you how to navigate your teams through every step of the implementation process to achieve true customer service excellence. The book covers the training and education of your group, how to measure the quality of your service, how to build a culture of personal accountability, and how to recognize excellence and reward it. Fully revised to include updated information on the latest tools and best practices, as well as the stories and lessons learned from those organizations that have used the process described in the book. Offers proven best practices for designing and implementing an excellent customer service culture Simple format divides content into nine "leadership actions" that guide you through a step-by-step process Shows you how to build a common customer service vision for your entire organization Customer service is vital to the survival of your business. If you want to move your organization's customer service practices from good to great, Unleashing Excellence is the key.

"I recommend...to any company needing a 'how to' and 'can do' manual to implement service excellence in their organization." -- Richard A. Nunis, Retired Chairman, Walt Disney Parks Resorts"Many authors tell you why great customer service matters; Yanovitch and Snow show you how to make it happen." -- Rich Stamberger, President CEO, SmartBrief, Inc."The customer you save may be your own." -- Don Ogilvie, President, American Bankers

AssociationFrom the Inside FlapHappy customers make for healthy bottom lines. For most businesses, that means customer service is the key to long-term profitability and success. But some companies do it better than others, and it's often difficult to tell what works and what doesn't. If you want to build a customer service culture that gets real business results, you need the reliable, proven guidance in *Unleashing Excellence*. *Unleashing Excellence* guides you through the process of improving the customer experience and gives you practical, effective tools that you can tailor to your company's specific needs and culture. Divided into nine "Leadership Action" sections, it shows you the exact steps to take to create an organizational culture in which service excellence becomes a habit rather than an afterthought. You'll learn how to train and educate your people in the most advanced and effective customer service techniques, how to measure the quality of the service you deliver to your customers, how to build a culture of personal accountability in your organization, and how to recognize and reward excellence in your people. You can't build a great customer service organization without having a clear vision shared by everyone involved. *Unleashing Excellence* also helps you craft that vision, spread it among your people, and imbue those people with the sense of dedication and excellence that spectacular customer service demands. Rather than focusing just on customer service theory or philosophy, this book is a guide to the practical actions you need to take in order to turn service excellence into business as usual. Changing your customer service practices is tough even in the best of times, but the reward is huge. *Unleashing Excellence* provides the ideas and tactics you need to keep your customers ecstatic.

From the Back Cover"If your organization is not fully committed to service excellence, don't read this book. If you are fully committed, then you must read this book. It provides all the nuts and bolts of how to create and sustain a service culture." —Pamela Paulk, Vice President, Human Resources, Johns Hopkins Health System "Business in the early 21st century has turned into a survival gamemdash;those who figure out how to keep their customers survive. If you need a customer service improvement plan and don't know where to start, start here!" —Tom Willett, Director, Management Development Programs, ILR School, Cornell University "There is no shortage of books extolling the importance of excellent customer service. What distinguishes *Unleashing Excellence* from the others is its focus on how to do it. If you are convinced of the value of service excellence and want to know how to provide it, this book is for you." —Allan R. Nagle, former president, Tupperware Worldwide; former interim dean, Crummer GraduateSchool of Business, Rollins College "Dennis Snow and Teri Yanovitch have once again authored an easy-to-read guide, rich with real-life examples of companies striving to achieve customer service excellence. In this incredibly competitive world, following these concepts will improve your business and your personal life!" —Gary Webb, Executive Vice President, Operations, First Financial Bankshares, Inc. "I recommend *Unleashing Excellence* to any company needing a 'how to' and 'can do' manual to implement service excellence in their organization." —Richard A. Nunis, retired chairman, Walt Disney Parks Resorts "Dennis and Teri seamlessly marry the intangible tenets of customer service philosophy with practical, easy-to-consume strategies that can help any organization transcend 'business as usual.' The authors illustrate their recommendations of 'what to do' with stories that make it easy to understand." —Chuck Kegler, Director, Kegler, Brown, Hill Ritter "Unleashing Excellence is a must-read that would benefit any industry. It gives step-by-step guidelines that can be implemented with ease and invaluable insights that will help encourage your customers to keep coming back for more." —Fred DeLuca, President and cofounder, Subway Restaurants "Once again, the authors have pinpointed the dynamics of the changing nature of delivering customer value through a focus on excellence. Wise words for any organization to heed." —Dr. Robert K. Prescott, SPHR, Graduate Faculty of Management, Crummer Graduate School of Business, Rollins College "If your organization wants to make customer service a part of your culture, *Unleashing Excellence* is a powerful tool. If this model can help a government agency reach a 93 percent overall customer satisfaction rating, it can help any organization. The book also helps anyone who reads it understand that excellent customer service isn't a 'program' but a 'process' that never ends." —Kimberlee Poulton, Director of Communications and Marketing, Florida's Turnpike Enterprise