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Nota di contenuto	Contents; Special Features; Acknowledgments; Foreword; Introduction: The Only Shop in the Marketplace; Chapter One: The Engineer on the Ladder: Reaching for the Highest Level of Service; Function Versus Purpose; First Steps First; Chapter Two: The Four Elements of Customer Satisfaction: Perfect Product, Caring Delivery, Timeliness, and an Effective Problem Resolution Process; A Perfect Product; Delivered by Caring People; In a Timely Fashion; With the Support of an Effective Problem Resolution Process; Chapter Three: Language Engineering: Every. Word. Counts. Establish a Consistent Style of Speech Create a Lexicon of Preferred Language and Phrasing; Choose Language to Put Customers at Ease, Not to Dominate Them; Concentrate Your Language Efforts on the Key Customer Moments: Hellos, Good-Byes, and the Times When Things Fall Apart; Shut Up Sometimes: The Artie Bucco Principle; Words Have Their Limits; Show, Don't Tell (And Don't Ever Just Point); Phone and Internet Language and Communication Pointers; Chapter Four: Recovery! Turning Service Failures Around; The Italian Mama Method; The Four Steps to Great Service Recoveries; The Elements of Follow-Up

Use Your Own Experience to Prepare You Who Should Handle Customer Complaints?; Subtle is Beautiful: Service Recovery Below the Radar; Write-Offs Lead to Write-Offs; Chapter Five: Keeping Track to Bring Them Back: Tracking Customer Roles, Goals, and Preferences; Principles of Noting and Sharing; Principle 1: Keep Your Systems Simple; Principle 2: If It's Important to Your Customer, It Belongs in Your System; Principle 3: The Information You Gather Needs to be Available in Real Time; Principle 4: Preferences Change; Assumptions are Tricky; Principle 5: Moods Change: Track Them Principle 6: Don't Blow It with a Wooden Delivery Principle 7: Using Technology to Ask for Information? It's a Fine Line between Clever and Creepy; Surprises Are Hazardous-Online and Off; Fear Not: Don't Be Deterred from Collecting Information-Thoughtfully; Chapter Six: Building Anticipation Into Your Products and Services: Putting Processes to Work for You; Get Your Company to Think Like a Customer; Mr. BIV and the Art of Eliminating Defects; Don't Kill Mr. BIV's Messengers; Systematically Reducing Waste to Add Value-For You and Your Customers; Why Efficient Processes Can Transform Service Stamping Out Waste? Don't Crush Value by Accident Process-Based Anticipation on the Internet; Using Tools to Gather Information About Your Customers' Experience; Process-Based Solutions Become People Solutions; Chapter Seven: Your People: Selection, Orientation, Training, and Reinforcement; We Are Already Our True Selves: Select for Traits; Keep the Hiring Bar High; Develop Selection Discipline; Create a Powerful Orientation Process; Use Orientation to Instill New Values, Attitudes, and Beliefs; Defining an Employee's Underlying Purpose; The Orientation Process Begins Sooner Than You Think On Day One, Nothing Is Tangential

Sommario/riassunto

""Filled with treasures and big ideas, this book will help you become exceptional."" -SETH GODIN
