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Titolo	Managing knock your socks off service // Chip R. Bell and Ron Zemke ; illustrations by John Bush
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Altri autori (Persone)	ZemkeRon ZielinskiDavid
Disciplina	658.8/12
Soggetti	Customer services
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Find and retain quality people -- Recruit creatively and hire carefully -- Paying attention to employee retention -- Keeping your best and brightest -- Know your customers intimately -- "Emotionalizing" the yardstick : why customer satisfaction isn't enough -- Listening is a contact sport -- A complaining customer is your best friend -- The binding power of customer trust -- Little things mean a lot -- Build a service vision -- The power of purpose -- Getting your vision down on paper -- A service vision statement sampler -- Standards and norms : delivering on the service promise -- Make your service delivery system ETDBW (easy to do business with) -- Bad systems undermine good people -- Fix the system, not the people -- Measure and manage from the customer's point of view -- Add magic : creating the unpredictable and unique -- Make recovery a point of pride ... and a focal part of your system -- Reinventing your service system -- Train and coach -- Start on day one (when their hearts and minds are malleable) -- Training creates competence, confidence, and commitment to customers -- Making training stick -- Thinking and acting like a coach -- Involve and empower -- Fostering "responsible freedom" on the front lines -- Removing the barriers to empowerment -- Recognize, reward, and celebrate -- Recognition and reward : fueling the fires of service success -- Feedback : breakfast, lunch, and dinner of

champions -- The art of interpersonal feedback -- Celebrate success -- Your most important management mission : set the tone and lead the way -- Manager-employee trust : ground zero for service quality -- Observation is more powerful than conversation -- Great service leadership in action.

Sommario/riassunto

Revamped with new examples, stories, and research, and featuring cartoons by John Bush, the book gives readers practical, proven ways to: find and retain service-oriented people; get to know customers intimately; build a service vision; train and coach; create and maintain a service management process that aligns people, systems, and customers; involve and empower employees; recognize and reward good performance.
