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Autore	Gerson Richard F
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Descrizione fisica	1 online resource (118 p.)
Collana	A Fifty-Minute series book
Disciplina	658.8/12
Soggetti	Customer relations Customer services
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Effective programs for retaining your customers"--Cover.
Nota di contenuto	<p>TITLE -- COPYRIGHT -- ABOUT THE AUTHOR -- CONTENTS --</p> <p>Dedication: -- PART I Customer Service and Beyond -- THE IMPORTANCE OF CUSTOMER SERVICE TO BUSINESS SUCCESS -- The Payoff of Superior Customer Service -- Common Sense Customer Service -- THE COST OF POOR CUSTOMER SERVICE -- What You Lose -- THE COST OF POOR SERVICE -- THE COST OF POOR SERVICE -- KEEPING YOUR CUSTOMERS -- Startling Service Statistics -- WHAT CAN YOU DO? -- REASONS FOR POOR SERVICE -- LIFETIME VALUE OF A CUSTOMER -- LIFETIME VALUE AND MARGINAL NET WORTH -- CUSTOMER SERVICE: ONE, TWO, THREE -- SEVEN STEPS TO A SUCCESSFUL CUSTOMER SERVICE SYSTEM -- STEP 1. TOTAL MANAGEMENT COMMITMENT -- STEP 2. GET TO KNOW YOUR CUSTOMERS -- STEP 3. DEVELOP STANDARDS OF SERVICE QUALITY PERFORMANCE -- STEP 4. HIRE, TRAIN AND COMPENSATE GOOD STAFF -- STEP 5. REWARD SERVICE ACCOMPLISHMENTS -- STEP 6. STAY CLOSE TO YOUR CUSTOMERS -- STEP 7. WORK TOWARD CONTINUOUS IMPROVEMENT -- PART II Know Your Customer -- WHAT CUSTOMERS REALLY NEED, WANT AND EXPECT -- DETERMINE HOW TO SATISFY CUSTOMERS -- HOW TO GET TO THE WOW FACTOR -- 10 Types of Customers -- MANAGING ANGRY CUSTOMERS -- WHY CUSTOMERS MAY BE UPSET -- WHAT CUSTOMERS WANT FROM YOU WHEN THEY ARE ANGRY -- WHAT TO DO WHEN THE CUSTOMER IS ANGRY -- OTHER TYPES OF DIFFICULT CUSTOMERS -- Seven Types of Difficult Customers and How to Manage Them (Plus the Perfect Customer) -- PART III</p>

Customer Retention -- DEVELOPING CUSTOMER RETENTION PROGRAMS
-- Proactive vs. Reactive Efforts -- INTERNAL AND EXTERNAL SERVICE
-- Employees as Customers -- RETENTION THROUGH VALUE CHAINS
-- Value Chain -- VALUE-ADDED SERVICE -- SERVICE ENHANCEMENTS
-- CUSTOMER SERVICE MARKETING -- 1. FREQUENT BUYER PROGRAMS
-- 2. FREQUENT REFERRAL PROGRAMS -- 3. THANK-YOU CARDS -- 4. NEWSLETTERS/PERSONAL LETTER OF NEWS -- SAMPLE-PERSONAL LETTER -- 5. TELEPHONE RECALLS -- 6. CUSTOMER REWARD & RECOGNITION PROGRAMS -- Employee Recognition and Reward Programs -- 7. CUSTOMER SPECIAL EVENTS -- 8. STRATEGIC ALLIANCES AND PARTNERSHIPS -- Site Visits -- Customer as Sales Agent -- SERVICE RECOVERY: ANOTHER LOOK -- SATISFYING UNHAPPY CUSTOMERS -- Service Recovery Program -- MANAGING COMPLAINTS FOR RETENTION AND SALES -- Turn Customer Complaints into Sales -- HOW TO C.A.R.E. FOR YOUR CUSTOMERS -- RETENTION THROUGH TRAINING -- Types of Training Programs -- EVALUATION CRITERIA QUESTIONNAIRE -- RAPPORT AND EFFECTIVE COMMUNICATION -- Behavioral Styles: Personality Factors -- Behavioral Styles: Service Situation Planner -- SENSORY PERCEPTUAL STYLE PROCESSOR EQUIVALENTS -- TIPS FOR LONG-TERM CUSTOMER RETENTION -- 10 COMMANDMENTS OF SUPERIOR CUSTOMER SERVICE AND RETENTION -- PART IV 50 Ways to Keep Your Customers -- YOUR KEY TO LONG-LASTING SUCCESS -- Customer Retention Strategies and Tactics -- CUSTOMER ADVOCATES AND RECOMMENDERS -- 50 WAYS TO KEEP YOUR CUSTOMERS FOR LIFE -- A FINAL THOUGHT ABOUT RETENTION -- Constant Improvement -- 25 CUSTOMER RETENTION PROGRAMS THAT WORK -- APPENDIX A Customer Service, Satisfaction and Retention Inventories -- CUSTOMER SERVICE SELF-ASSESSMENT -- SERVICE RATING SCALE -- CUSTOMER SERVICE INVENTORY -- CUSTOMER SATISFACTION SURVEY -- How satisfied are you with: -- APPENDIXB Customer Information and Profile -- CLASSIFICATION INFORMATION -- CUSTOMER PROFILE.

Sommario/riassunto

This book can help you and your organization go beyond customer service to retain and satisfy established clientele.
