

1. Record Nr.	UNINA9910959799103321
Autore	Gerson Richard F
Titolo	Beyond customer service, revised // Richard F. Gerson
Pubbl/distr/stampa	Menlo Park, Calif., : Crisp Publications, c1998
ISBN	1-4175-2529-0
Edizione	[Rev. ed.]
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	TITLE -- COPYRIGHT -- ABOUT THE AUTHOR -- CONTENTS -- 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

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.
