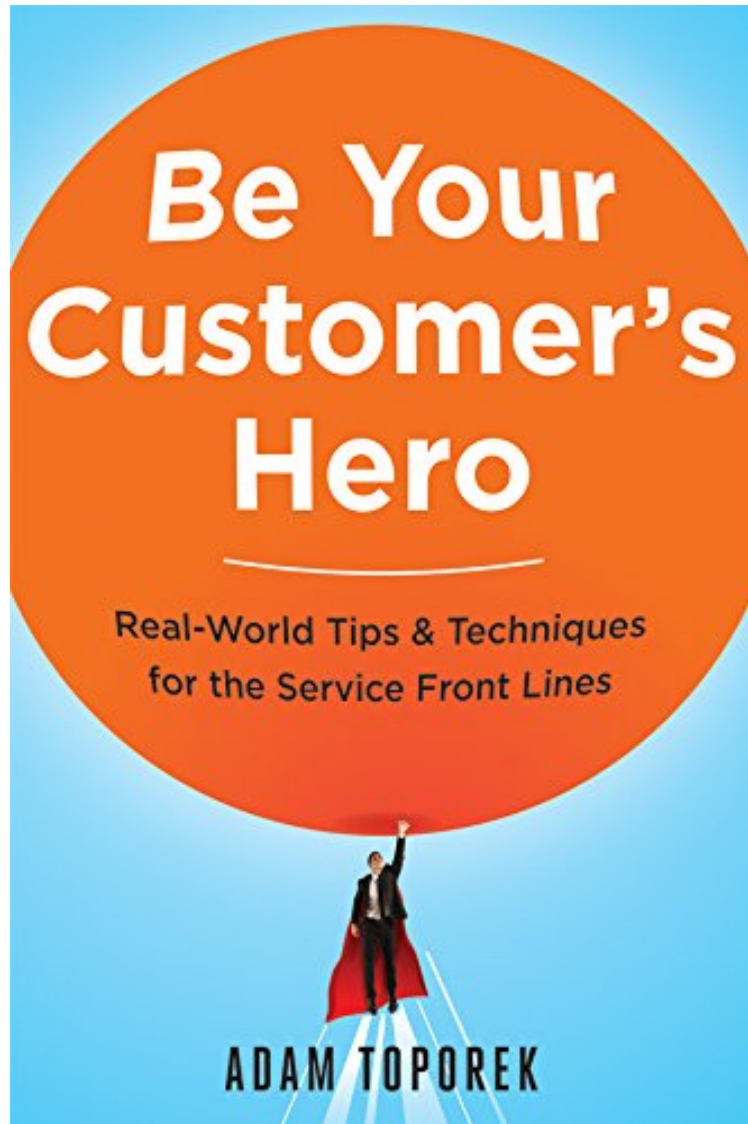


Be Your Customer's Hero: Real-World Tips Techniques for the Service Front Lines

Adam Toporek

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Adam Toporek : Be Your Customer's Hero: Real-World Tips Techniques for the Service Front Lines before purchasing it in order to gage whether or not it would be worth my time, and all praised Be Your Customer's Hero: Real-World Tips Techniques for the Service Front Lines:

0 of 0 people found the following review helpful. If you read this book and re-read it often, I am convinced your customer service powers will strengthen every day.By Bill QuisengIt seems every business and customer experience speaker or blogger these days is talking about journey mapping, the technique where a company attempts to identify

every individual touchpoint of the customer experience. In actuality, no customer knows that a customer journey map exists, nor does he care that you spent a lot of time creating one. A customer only cares about himself, not the journey. And even if you built a journey map, he really only experiences customer service one interaction at a time. If just one of those interactions is grossly negative, then the customer stops the journey and simply walks away. There are books that claim that they can show you how to build your customer journey map. This is not one of those books. As this book's subtitle aptly describes, Adam's book speaks to the front-line employee. If you are on the front line every day, Adam offers tools, guidelines and specific insight so that you are better equipped to handle any interaction from properly greeting the customer to handling a customer complaint, be it in person or on social media. Each chapter is short and to the point. No fluff. Only rich, useful advice to improve your personal delivery of customer service. Particularly valuable is Adam's insight in how to handle difficult situations from the "customer who won't stop talking" to the "nightmare customer". But beyond that Adam offers tips to help you deliver an exceptional level of personalized service whether it be in person, on the phone, through email or via social media. Not every person can be a customer's hero, but if you read this book and re-read it often, I am convinced your customer service powers will strengthen every day. If you are a front line associate, buy this book now. If you are an owner or manager of a business that has employees serving your customers directly, buy this book for every single one of them.

0 of 0 people found the following review helpful. One of my new favorite books on customer relationships!

By Dawn K This book was an exceptional read and is ideal for anyone interested in improving their customer relationships. It is filled with practical advice and real world stories, that any reader can begin using immediately. The biggest 'a-ha' moment in the book for me was when Adam pointed out that you never know what type of day someone else is having or what experience they have that may shape their expectations. That is something it is easy to forget when dealing with people, but it helps us be more self aware and more capable of being our customer's hero. This is definitely a favorite book I've added to my collection and I highly recommend it.

0 of 0 people found the following review helpful. My favorite Chapter 6 - talks about how we can let that ...

By Eileen Caramela This book will let you think about being on the other side of Retail Sales and being the Customer Facing Professional - it walks you through all aspects of being a customer , being the Professional to assist the customer and all the realities each one of these people will face throughout the day. My favorite Chapter 6 - talks about how we can let that one angry customer utilize all the space in our head and it can interfere with giving the other customers a WOW experience. Chapter 7 is so true - YOUR ATTITUDE DETERMINES YOUR ALTITUDE . I will be sharing this book with our company team- hope it can inspire the whole company !

On the front lines of customer service, every day presents new and unexpected challenges; and even the most dedicated employees can be caught unprepared. They need confidence. They need training. They need help. Be Your Customer's Hero answers the call. The book provides customer-facing professionals with short, simple, actionable advice designed to transform them into heroes in the eyes of the customers they serve. Quick chapters show readers how to: Achieve the mindset required for Hero-Class service; Understand the customer's expectations; and exceed them; Develop powerful communication skills; Avoid the seven triggers guaranteed to set customers off; Handle difficult and even irrational customers with ease; Become an indispensable part of any frontline team. Armed with the tools and techniques in this book, readers will start each workday knowing they can conquer whatever problem comes their way.

"...presents a powerful worldview of how we should view and treat our customers. Be Your Customer's Hero is a must-read for every person in a customer-facing role." - Jack Canfield, Author of The Success Principles and co-creator of the best-selling Chicken Soup for the Soul series

"getAbstract recommends his comprehensive, practical advice to HR personnel, store supervisors, customer-service managers and front-line employees and owners." - GetAbstract

"Required Reading" - SupportIndustry.com

"The value of the book lies in explaining and exploring the human side of managing transactions that result in satisfaction for both parties. The chapters are practical, concise and action friendly." - Vancouver Business Journal

"...provides real-world tips and techniques for serving today's customers' minds, mastering difficult and unclear situations, and handling difficult customers." - Kansas City Leadership Examiner

From the Back Cover "In Be Your Customer's Hero, Adam Toporek tackles not just the theory of customer service strategy, but the day-to-day actions that can truly elevate the experience for customers and employees alike. Adam's on-the-ground experience provides perspective missing in most service playbooks today. This is a great book for any leader in an organization with customers."

— Jeannie Walters, CEO, 360Connex, and Co-host, Crack the Customer Code Confident. In Control. Successful. Is this how you feel when you work with customers? If you answered "no," you're not alone. Customer service can be incredibly difficult. Even the best customers can be quirky and hard to please, and the worst customers; well, don't even get us started. With the right mindset and skills, however, customer service can be easier. In Be Your Customer's Hero, Adam Toporek gives you a playbook to succeed in any customer-facing role. You will learn more than 80 concepts and techniques, including how to . . .

- Direct your focus where it gets results

Understand why customers behave the way they do; Redirect difficult conversations with just one move; Stand your ground without upsetting customers further; Resolve virtually any customer service issue with a proven process. You'll also learn these powerful tips: 7 service triggers you must avoid; 10 power words that supercharge your customer communication; 13 go-to tactics for defusing angry customers. Be Your Customer's Hero is the single resource that can help you gain confidence, be in control, and become successful on the front lines of customer service. ADAM TOPOREK is a customer experience strategist and founder of CTS Service Solutions, a consultancy that provides organizations with real-world, customer-centric solutions through workshops and training. He authors the popular blog Customers That Sticktrade;. Twitter@adamtoporek Website and blog: www.customersthatstick.com About the Author ADAM TOPOREK is an internationally recognized customer service expert, keynote speaker, and workshop leader. He is the author of Be Your Customer's Hero, as well as the founder of the popular Customers That Stickreg; blog.