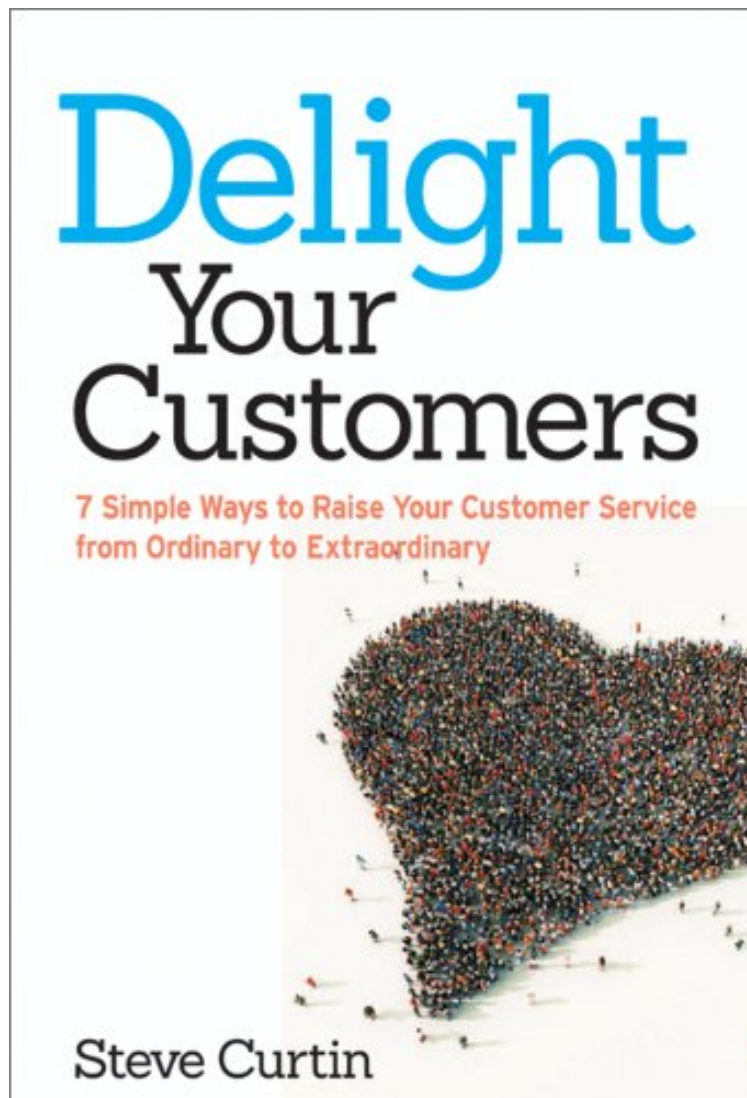


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Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary

Steve Curtin

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Steve Curtin : Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary before purchasing it in order to gauge whether or not it would be worth my time, and all praised Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary:

4 of 4 people found the following review helpful. A great read for those who care about customer care By Daniel B. Beaulieu A Great read for Customer Care Okay so Irsquo;m a sucker for books about customer service. I look for and read them every chance I get. And I have to say that this is one of the better ones. Especially when you take into

consideration how well written and organized this one is. Here is something to think about when considering customer service is job function versus job essence. Job function is what it takes to do the job, the words on the page of a job description. Carrying bags for guests is the function of a bell hop for example while the essence of the job is what surrounds the job things like, making the guests welcome, making sure they have everything they need to be comfortable in their room; making sure that you do something special and remarkable for that customer. That is the essence of the job and that is the essence of great customer service. In the words of the author, "Job essence is indicated in employees' personality, creativity, enthusiasm, passion and unique flair." The author not only gives specific examples of good and poor service but he also does it in a way that inspired and inspired me to not only think about but also develop my own idea for better customer service in my own business. Here are some of the 7 ways: 1. Express genuine interest 2. Offer sincere and specific compliments 3. Share unique knowledge 4. Convey authentic enthusiasm 5. Use appropriate humor 6. Provide pleasant surprises 7. Deliver heroics

Curtin delivers chapters on each of these steps and then caps it off with a final chapter on going from ordinary to extraordinary. My particular favorite chapter where the author states: "With so much poor customer service around great customer service becomes truly outstanding." And this final bit of advice, "Exceptional customer service is never a happy accident that a company stumbles into. It is always the result of intention and design." And to that I say amen.

4 of 4 people found the following review helpful. 7 Simple Ways to Delight Your Reader By Kim0514 Customer service has taken a back seat to expediency and profit. In fact, good customer service seems to be the exception rather than the rule, even in commission structured transactions. Good customer service is a fading relic, relegated to a by-gone era along with manners and propriety, to the detriment of society as a whole. Steve Curtin's *Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary* seeks to inspire the values that elevate kindness and selflessness through simple to understand and implement behaviors. The case studies are relevant and instructive. Curtin interjects enough personal experience to connect with the reader, without narrowing his points. The principles and behaviors Curtin describes transcend the service industry and can easily be implemented in any transactional relationship. Curtin makes a fine case for the residual benefits of dragging extraordinary customer service out of the dusty, old trunk and putting it to use for the delight of customers everywhere.

3 of 3 people found the following review helpful. If "good enough" is your goal, don't buy this book By Evan Crist From years of experience in the hospitality industry, Curtin clearly knows his stuff. There are lots of people that "know their stuff" but many of them cannot communicate it in a manner that allows you to know it too. Curtin communicates clearly and concisely. A smaller group of professionals can do that and, even then, often their material is dry. Curtin includes humor that makes you know that he understands your job too. The examples are so vivid that you feel like you can see them happening in front of you. It makes you want to read on and to share it with everyone in your company. I bought 15 copies for colleagues. Caution: If "good enough" is your goal, don't buy this book. It will make you change your goal or live with the discomfort of knowing that delighting your customers comes free of charge and the return on investment is exponential. Does this guy do training? This book plus customized training could change entire companies, even industries. Give one to your boss. Give another to that burned out colleague that thinks that customers are annoying and exhausting. It will change their life!

Great customer service is rare. In fact, one survey found that while 80 percent of companies described themselves as delivering "superior" service, consumers estimated the number at a mere 8 percent. The problem, according to service expert Steve Curtin, is actually quite simple. When asked what their work entails, most employees list the duties and tasks associated with their position. Very few refer to the true essence of their job, which should be their highest priority—to create delighted customers who will be less price sensitive, have higher repurchase rates, and enthusiastically recommend the company or brand to others. Without this customer focus, all that exists is a transaction—and transactional service does not make a lasting positive impression or inspire loyalty. In *Delight Your Customers*, Curtin reveals three elements common to all exceptional service experiences. He also makes a compelling case that attention needs to shift from monitoring service activities to modeling, recognizing, and reinforcing the behaviors that actually create happy customers, such as expressing genuine interest, offering sincere compliments, sharing unique knowledge, conveying authentic enthusiasm, providing pleasant surprises, and delivering service heroics when needed. Illustrated with real-world stories and examples, this refreshing guide helps readers everywhere take their customer service from ordinary to extraordinary.

"If you are serious about elevating the level of service in your organization, this is your book...Read it and begin your journey from ordinary to extraordinary." --9InchMarketing "... written from a fresh point of view..packed with a lot of details and comparisons to help you understand what is ordinary and what is extraordinary." --CXJourney "If you want to delight your customers, then the new book *Delight Your Customers* is a must-read for you and your employees." --Eric Jacobson *On Management And Leadership* "great new book called *Delight Your Customers*. The author talks about great customer service, how important it is, and how to deliver it. You really should pick it up." --PCB007 "must-read for small or mega-businesses who want to offer such amazing service to their

customers or clients that they will be more than delighted to come back again...rdquo; --BookPleasures.com ldquo;The age of service enlightenment has arrived with Steve Curtin's Delight Your Customers.rdquo; --Ken Shelton, Sales and Service Excellence "This is a book that every customer service professional should read and every manager should model.rdquo; --Portland Book Customer Service Newsletter Best Customer Service Books of 2013 From the Back Cover Advance Praise for Delight Your Customers ldquo;Delight Your Customers goes right to the soul of what business is all aboutmdash;a special connection with customers. Curtin reveals compelling principles and crafts poignant stories that can turn the light back on in the spirit of all who serve. A must-read book for anyone seeking a wake-up call to greatness and a powerful path to extraordinary.rdquo; mdash; Chip R. Bell, co-author, Managing Knock Your Socks Off Service ldquo;In Delight Your Customers, Steve Curtin reveals seven simple, concrete, and observable ways that people can apply immediately to provide exceptional customer service. Good stuff!rdquo; mdash; John G. Miller, author of Outstanding! 47 Ways to Make Your Organization Exceptional ldquo;Steve has done an extraordinary job capturing the essence of providing exceptional customer service. He examines the role of leadership, shared values, and purpose that guide staff behavior, offering vivid examples and case studies that are energizing and applicable to any business that competes on service globally.rdquo; mdash; Mark Conklin, General Manager, JW Marriott Hotel Hong Kong When asked what their work entails, most employees list the duties or tasks associated with their job roles. Very few refer to the true essence of their job, their highest priority at work: to create delighted customers who will be less price sensitive, have higher repurchase rates, and enthusiastically recommend the company or brand to others. Without this customer focus, all that exists is a transactionmdash;and transactional service does not make a lasting positive impression or inspire loyalty. Delight Your Customers reveals three truths common to all exceptional customer service experiences and presents seven behaviors that, when demonstrated by employees, distinguish extraordinary customer service from the ordinary transactional customer service to which consumers have become accustomed. Illustrated with real-world stories and more than 200 examples from a variety of industries, this book is a resource that will help readers everywhere take their customer service from ordinary to extraordinary! Steve Curtin spent 20 years with Marriott International. He now runs his own customer service consulting firm, Steve Curtin, Customer Enthusiast! He lives in Denver, Colorado. You can reach Steve at www.stevecurtin.com. About the Author STEVE CURTIN spent 20 years with Marriott International. He now runs his own customer service consulting firm, Steve Curtin, Customer Enthusiast!