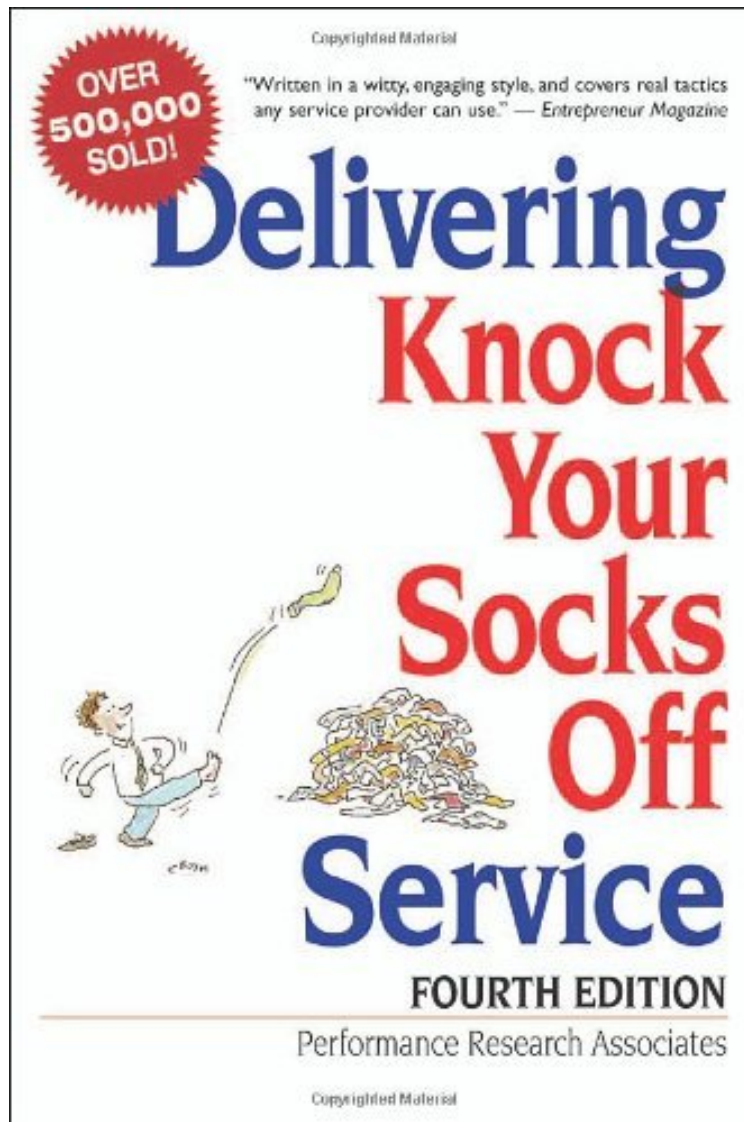


Delivering Knock Your Socks Off Service

PERFORMANCE RESEARCH ASSOCIATES
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PERFORMANCE RESEARCH ASSOCIATES : Delivering Knock Your Socks Off Service before purchasing it in order to gage whether or not it would be worth my time, and all praised Delivering Knock Your Socks Off Service:

19 of 20 people found the following review helpful. It's not Brain Surgery So why is it so hard to do well?By Jill Clardy"Knock Your Socks Off" is an easy to read, well-organized, thorough introduction to the crucial aspects of providing excellent customer service. I kept it on the corner of my desk and read it during lunch hours. The 31 short chapters (approx. 150 pages) can be finished in just a week or two. I intend to pass it along to the Customer Service Reps that work for me as "required reading" (or maybe even splurge and buy them their own copy!)The book is

organized in Four Parts: 1. The Fundamental Principles of Knock Your Socks Off Service - includes the RATER factors: Reliability, Assurance, Tangibles, Empathy, Responsiveness. 2. The How To's of Knock Your Socks Off Service - honesty, rules, doing the right thing, listening, asking questions, winning words and soothing phrases, telephone tips, writing skills, details, thank-yous. 3. The Problem-Solving Side of Knock Your Socks Off Service - how to fix problems, fix the person, apologize, and handling nasty customers. 4. Knock Your Socks Off Service Fitness - Taking Care of You - how to stay calm, professional, and competent and how to have fun doing it. Whether you're new to the business of providing customer service or a seasoned pro, this book will give lots of great advice and a positive perspective on the challenges of providing good customer service. I plan on using the book to help set goals and establish metrics for improving service at my company. 0 of 0 people found the following review helpful.

Unnecessarily Verbose
By Regan
This book was required for a course on customer service. Most of the information I felt to be common sense, the remainder was written in too many words. This book could easily have been consolidated into far less pages than presently exist. If it was not required I would not have purchased and certainly would not purchase again or recommend. I would however contemplate the distribution of this book to those entirely lacking in customer service skills, but that is usually more of an attitude issue than ability issue. 0 of 0 people found the following review helpful.
Review of Delivering Knock Your Socks Off Service
By Orren
As always, the package arrived timely, in good condition and as advertised. This is the best book of its kind that I have seen. The language is accessible and down to earth without being chatty or inappropriately colloquial. The book could be used at any level I can think of. The material is clear and comprehensive. The practice advocated is real world and sound. Oh, and it's readable. It's also broad enough to apply about anywhere I can think of. I don't think I'm going to need another reference or text for this topic.

Today's customers are smarter and more demanding -- and with so many choices available, repeat business is at greater risk than ever before. The fourth edition of this customer service bestseller still delivers the proven Knock Your Socks Off formula, and has been updated with all new techniques that will help anyone successfully work with even the most difficult customers. Featuring brand-new chapters on important topics such as understanding cultural and generational differences in customers, plus fresh anecdotes and never-before-seen illustrations by cartoonist John Bush, this indispensable guide shows readers how to create a true and lasting "Service Advantage." Written in the same accessible and humorous style that made this book a classic, the new edition provides tips and strategies to help readers: * meet customers' expectations and satisfy their needs * become easy to do business with * determine the right times to bend or break the rules * become fantastic fixers and powerful problem-solvers * cope effectively with "customers from hell." Extensively updated and expanded, the best-selling front-line customer service book ever published is now even better.

ldquo;hellip;A must read for retailers working with today's challenging customers.rdquo; -Retail News Magazine
ldquo;hellip;provides companies with invaluable guidancehellip;this front-line customer service book helps businesses create a service advantage.rdquo; -CRM Magazine
ldquo;hellip;provides companies with invaluable guidance that will help every business work successfully with today's smarter, more demanding customers and satisfy them wherever they arehellip;this front-line customer service book helps businesses create a service advantage.rdquo; - CRM Magazine
"Praise for Previous Editions: ""Delivering Knock Your Socks Off Service is written in a witty, engaging style, and offers real tactics any service provider can use. Once you've read this book, pass it on to your employees."" -- Entrepreneur ""Executives praise this book and feel it's an excellent articulation of how each of us wants to be treated as customers. It's an easy-to-read service bible."" -- The American Salesman ""...a commonsense handbook."" -- Des Moines Business Record ""...an entertaining 'service primer' for anyone who provides service in an organization. This tool makes sure the good service message gets across loud and clear."" -- Houston Business Journal ""Written in an appealing style, this book is short and entertaining -- full of pragmatic and easy-to-remember concepts and skills that can be applied immediately."" -- Business Venture Magazine"
About the Author
Performance Research Associates, Inc., was founded in 1972 by the late Ron Zemke, author of nearly 40 books on service quality and organizational effectiveness. The firm consults with large and medium-sized corporations and non-profits. It is located in Minneapolis, Minnesota.