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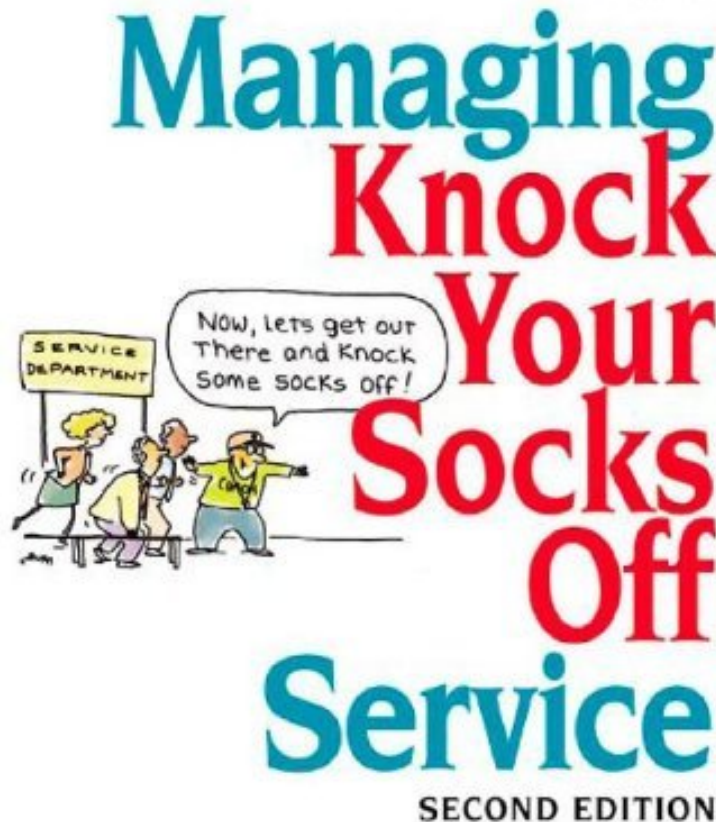
Managing Knock Your Socks Off Service

Chip R. Bell, Ron Zemke

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"How to turn every customer into a customer for life."
—Entrepreneur



Chip R. Bell & Ron Zemke

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Chip R. Bell, Ron Zemke : Managing Knock Your Socks Off Service before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Knock Your Socks Off Service:

0 of 0 people found the following review helpful. Excellent review on Customer ServiceBy JC De SeixasThis book contains excellent tips and ideas on how to deal with one of the most difficult works any company has to face: after sales service. Explaining all the major issues on a very simple, objective and clear way, the book is a must have for anyone involved with these matters, but also for other people as well, once it covers the major aspects of human relationship in what refers to service.0 of 0 people found the following review helpful. Five StarsBy Frederick Cedar

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Today's customers demand service that isn't just beyond the norm, but makes its mark in their minds and in their hearts. This updated edition of "Managing Knock Your Socks Off Service" provides readers with up-to-the-minute advice on how they can create world-class service both in their operations and through their people, whether they work with customers face-to-face, on the phone, or in e-space. Revamped with new examples, stories, and research, and featuring cartoons by John Bush, the book gives readers practical, proven ways to: find and retain service-oriented people; get to know customers intimately; build a service vision train and coach; create and maintain a service management process that aligns people, systems, and customers; involve and empower employees; and, recognize and reward good performance. Filled with examples from service standard-setters such as Fed-Ex, QVC, and others, "Managing Knock Your Socks Off Service" shows how to create great service on a day-to-day, real-time, every-time basis.

About the Author Chip R. Bell (Gun Barrel, TX) is the founder of The Chip Bell Group, a consulting company that specializes in helping clients achieve service excellence. He is the author of more than sixteen books, including Service Magic and Magnetic Service. The late Ron Zemke was founder of Performance Research Associates and was considered one of the leaders of the service quality revolution. He was coauthor of the best-selling Delivering Knock Your Socks Off Service (0-8144-7365-2) and other books in the popular Knock Your Socks Off series. Dave Zielinski is a freelance writer and editor based in Wisconsin.