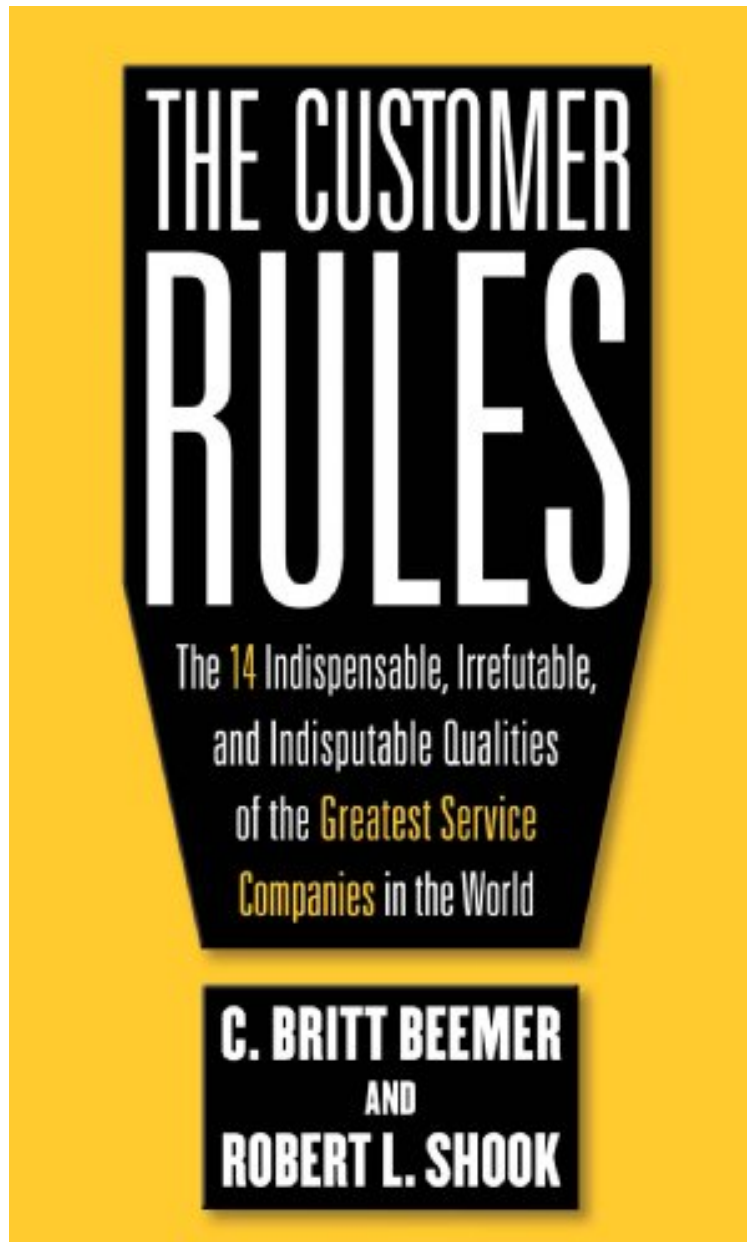


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The Customer Rules: The 14 Indispensable, Irrefutable, and Indisputable Qualities of the Greatest Service Companies in the World

C.Britt Beemer, Robert L. Shook

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Customer Rules: The 14 Indispensable, Irrefutable, and Indisputable Qualities of the Greatest Service Companies in the World*:

1 of 1 people found the following review helpful. A 14-step guide to building customer loyalty
By Rolf Dobelli
C. Britt Beemer and Robert L. Shook explain in this book that companies which deliver great service to their consumers exhibit common qualities. For example, firms that tackle customer service as a collective imperative tend to outperform their competitors who consider it just a departmental activity. Emphasizing client support in training programs, not just in written policies, is another way to develop a solid base of returning customers. Each chapter of this guide is devoted to one of the 14 traits of great service providers. The authors drew from \$300,000 of consumer research conducted exclusively for this project and enriched their findings by including many case studies of U.S. enterprises.
getAbstract recommends this manual to readers who want to adopt the mutual practices of top client-service firms in order to build their own clientele.
0 of 0 people found the following review helpful. *The Customer Rules*, author Robert Shook
Rules!
By Lois S. Becker
I am a fan of Robert Shook and I always find his books insightful and informative. This book is no exception and I congratulate him and his co-author Britt Beemer on a well researched and thoughtful presentation on how to win customer loyalty. In these difficult economic times, **THE CUSTOMER RULES** offers invaluable advice on how to win market share. At the end of the day, those companies that follow the principles that Shook and Beemer advise will survive and thrive. Those companies that do not will fall by the wayside.
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By Born to Dance
I was intrigued by the title of this book, since I am a small business owner. I figured it might have some interesting insights to help me navigate through today's unstable economy, but I cannot believe the wealth of information that is in this gem of a book! I highly recommend it to everyone who wants their business to succeed! You will really be inspired as to get and keep valued customers. The timing could not be better for a book like this.

Whether you run your own company or work for a large corporation, establishing customer loyalty is a prerequisite for business growth. In *The Customer Rules*, C. Britt Beemer, a leading consumer research and marketing consultant, and bestselling business author Robert Shook offer practical advice on how to build a robust company culture based on the concept of unsurpassed customer-service designed to increase your market share. A combination of extensive market research unprecedented in scope, as well as close studies of fourteen companies that excel in the area of customer service, *The Customer Rules* distills profitable lessons on how to achieve strong customer loyalty. Referencing specific research findings, Beemer and Shook examine the obstacles that too often distract a company's focus from its most important task--providing preeminent service and creating a unique customer experience. The authors then supply fourteen workable solutions to ensure the return of customers time and time again, including: Instill the importance of customer service in every employee Use a "small-town" approach to meeting customers' needs no matter how big your company is Develop a unique identity your customers will seek out Maintain a focus on the customer before, during, and after the sale Success in retail, service, manufacturing, or any other business always boils down to the customer experience. Beemer and Shook use in-depth interviews with high-level managers from such companies as Chubb, NetJets, Edward Jones, Lexus, Johnson Johnson, and Four Seasons Hotels to illustrate the best ways for creating exceptional customer service. *The Customer Rules* gives you the tools you'll need to become the undisputed leader in your industry.