

# Exceeding Customer Expectations



Kirk Kazanjian

Read by Alan Sklar

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What's the secret to wowing your customers while maintaining a loyal and dedicated workforce? No one knows better than Enterprise, the nation's #1 car rental company. Drawing upon the time-tested strategies that have propelled Enterprise from a single location in St. Louis into a \$9 billion global powerhouse, EXCEEDING CUSTOMER EXPECTATIONS reveals how to:

- Actively seek out unsatisfied customers and quickly turn them into loyal fans
- Hire smart people and train them from the ground up
- Develop methods to reduce costs and add value for your customers in every interaction.
- Grow your business by rewarding employees with financial incentives, forming strong partnerships, and focusing on the long-term
- Thrive during tough economic times by bringing new advantages to the market
- Cultivate a fun and friendly workplace where teamwork rules

In *EXCEEDING CUSTOMER EXPECTATIONS*, noted business author Kirk Kazanjian reveals how your company can consistently outperform and outsmart the competition by following a simple philosophy espoused by Enterprise founder Jack Taylor: “Take care of your customers and employees first, and the profits will follow.” Winning customer loyalty is like running a marathon—not a 100-yard dash. By mastering this principle, Enterprise has earned not only record profits, but also received numerous awards for customer service and earned an enviable reputation as one of the world’s best companies to work for.

*EXCEEDING CUSTOMER EXPECTATIONS* imparts timeless lessons on satisfying both customers and employees that you can put to use right away, no matter what your business or industry.

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