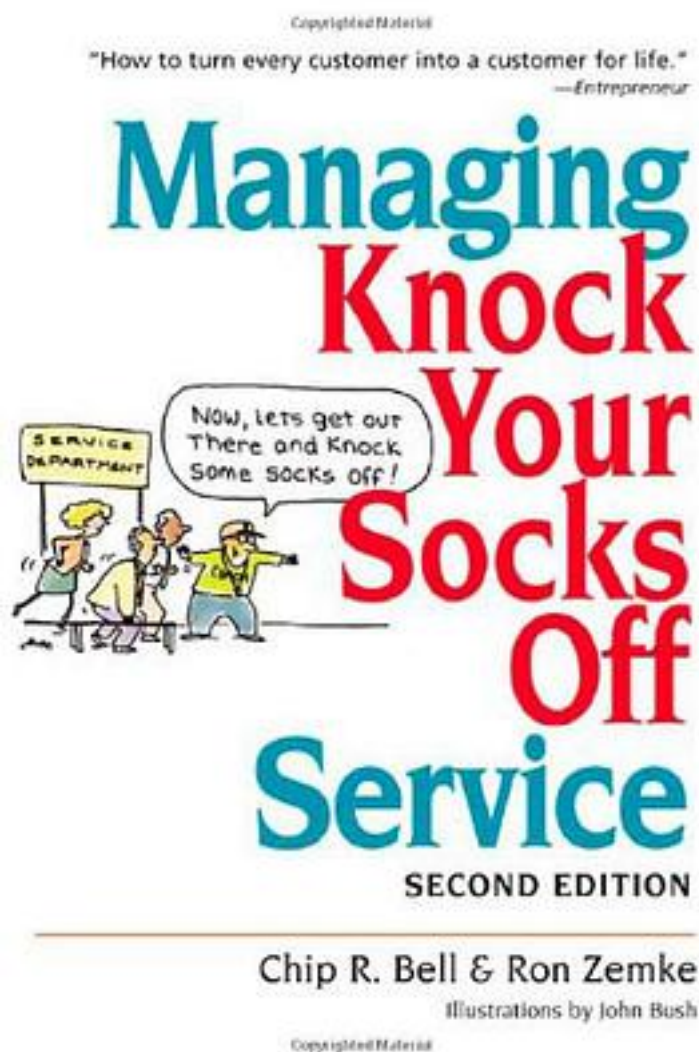


Managing Knock Your Socks Off Service



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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 * 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.

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目录:

[Managing Knock Your Socks Off Service_下载链接1_](#)

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