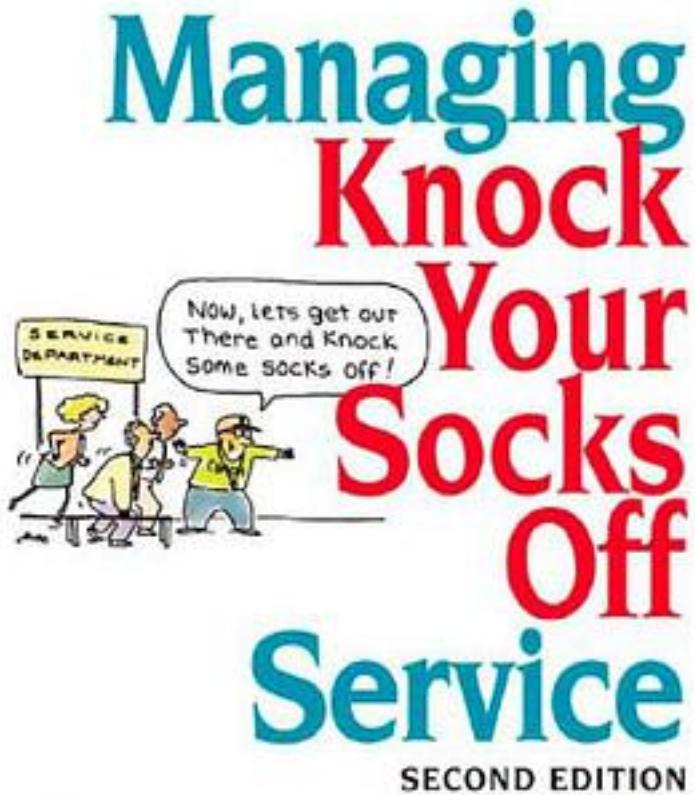


# Managing Knock Your Socks Off Service

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



Chip R. Bell & Ron Zemke

Illustrations by John Bush

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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.

作者介绍:

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