

Managing Knock Your Socks Off Service



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 listeners 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, this audiobook 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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