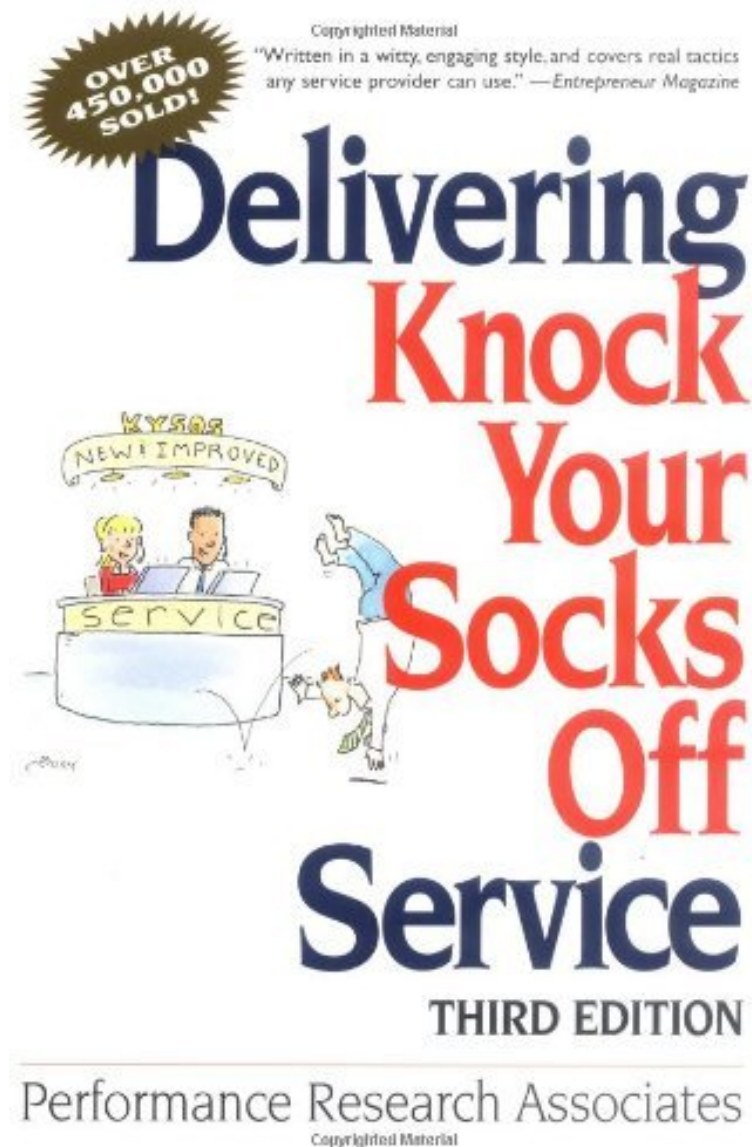


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Performance Research Associates : Delivering Knock Your Socks Off Service (Knock Your Socks Off Series)
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Delivering Knock Your Socks Off Service (Knock Your Socks Off Series):

19 of 20 people found the following review helpful. It's not Brain Surgery So why is it so hard to do well? By Jill Clardy "Knock Your Socks Off" is an easy to read, well-organized, thorough introduction to the crucial aspects of

providing excellent customer service. I kept it on the corner of my desk and read it during lunch hours. The 31 short chapters (approx. 150 pages) can be finished in just a week or two. I intend to pass it along to the Customer Service Reps that work for me as "required reading" (or maybe even splurge and buy them their own copy!) The book is organized in Four Parts: 1. The Fundamental Principles of Knock Your Socks Off Service - includes the RATER factors: Reliability, Assurance, Tangibles, Empathy, Responsiveness. 2. The How To's of Knock Your Socks Off Service - honesty, rules, doing the right thing, listening, asking questions, winning words and soothing phrases, telephone tips, writing skills, details, thank-yous. 3. The Problem-Solving Side of Knock Your Socks Off Service - how to fix problems, fix the person, apologize, and handling nasty customers. 4. Knock Your Socks Off Service Fitness - Taking Care of You - how to stay calm, professional, and competent and how to have fun doing it. Whether you're new to the business of providing customer service or a seasoned pro, this book will give lots of great advice and a positive perspective on the challenges of providing good customer service. I plan on using the book to help set goals and establish metrics for improving service at my company. 0 of 0 people found the following review helpful.

Unnecessarily Verbose
By Regan
This book was required for a course on customer service. Most of the information I felt to be common sense, the remainder was written in too many words. This book could easily have been consolidated into far less pages than presently exist. If it was not required I would not have purchased and certainly would not purchase again or recommend. I would however contemplate the distribution of this book to those entirely lacking in customer service skills, but that is usually more of an attitude issue than ability issue. 0 of 0 people found the following review helpful.
Review of Delivering Knock Your Socks Off Service
By Orren
As always, the package arrived timely, in good condition and as advertised. This is the best book of its kind that I have seen. The language is accessible and down to earth without being chatty or in appropriately colloquial. The book could be used at any level I can think of. The material is clear and comprehensive. The practice advocated is real world and sound. Oh, and it's readable. It's also broad enough to apply about anywhere I can think of. I don't think I'm going to need another reference or text for this topic.

An exploration of the principles of good customer service. This third edition contains new chapters on: delivering knock-your-socks-off e-service; creating trust with your customer; and service recovery expectations. The stories and examples are updated, and there are cartoons by John Bush.

"For workers routinely called on to fix what's broken, find what's lost and soothe the irate, this book is indispensable." -- Bizlife, Greensboro, NC, March 2003
With fresh batches of lively anecdotes, examples from the service trenches, uplifting pep talks and aptivating cartoons by John Bush. -- The Executive Issue
About the Author
RON ZEMKE (Minneapolis, MN) is founder of Performance Research Associates and has authored or co-authored twelve books, including the Knock Your Socks Off Series and Service America!
KRISTIN ANDERSON is a principal of Performance Research Associates, co-author of three other Knock Your Socks Off books, and author of Great Customer Service on the Telephone (Amacom).