

<<一切为了服务>>

图书基本信息

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内容概要

In today's hyper-competitive economy, customer service is how you separate yourself from the pack. But many business leaders don't truly understand what great customer service is. Great customer service doesn't just happen at the point of sale, and it doesn't end when the warranty expires. It requires an organization-wide dedication to giving customers what they want, what they need, and what they value. That kind of customer service starts at the top—with great leadership. Combining the team-building strategies of sports franchises with the principles of Servant-Leadership, *It's All About Service* shows business leaders how to build an organization singularly dedicated to customer care—and reap the benefits of long-term customer loyalty. Bringing these powerful forces together, author Ray Pelletier offers a comprehensive plan that leaders can use to make customer service the heart, soul, and profit center of their business. Based on his in-depth, ten-year study of 300

companies, and more than thirty sports teams, Pelletier discovered what makes great customer service companies and great teams so successful: great leadership. You might not think that Servant-Leadership traits—such as vision, character, belief, ethics, collaboration, and enthusiasm—have anything to do with customer service. But when leaders display those traits, they inspire them in their people. As a result, those people take better care of customers.

Inside, you'll find an actionable plan for getting started, helpful resources and exercises that support what you learn, great leadership examples to follow, and fresh ideas to employ. You'll learn how to inspire, coach, and lead your people, as well as how to care for and listen to them. But most important, you'll discover the power of leadership that truly cares, and just how great your business can be when it truly cares for its customers.

There's much more to customer service than just a smile and a helpful word; real customer service is all about heart. If you want to transform your business into a customer service leader, you'll probably have to change yourself first. *It's All About Service* offers a step-by-step plan for getting the best out of your business—but it starts with getting the best out of yourself.

作者简介

RAY PELLETIER, CSP, CPAE, is founder and President of The Pelletier Group, as well as a consultant and professional speaker. His clients include Disney, AT&T, Johnson & Johnson, the Pentagon, the U.S. Air Force, and numerous professional and college sport

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