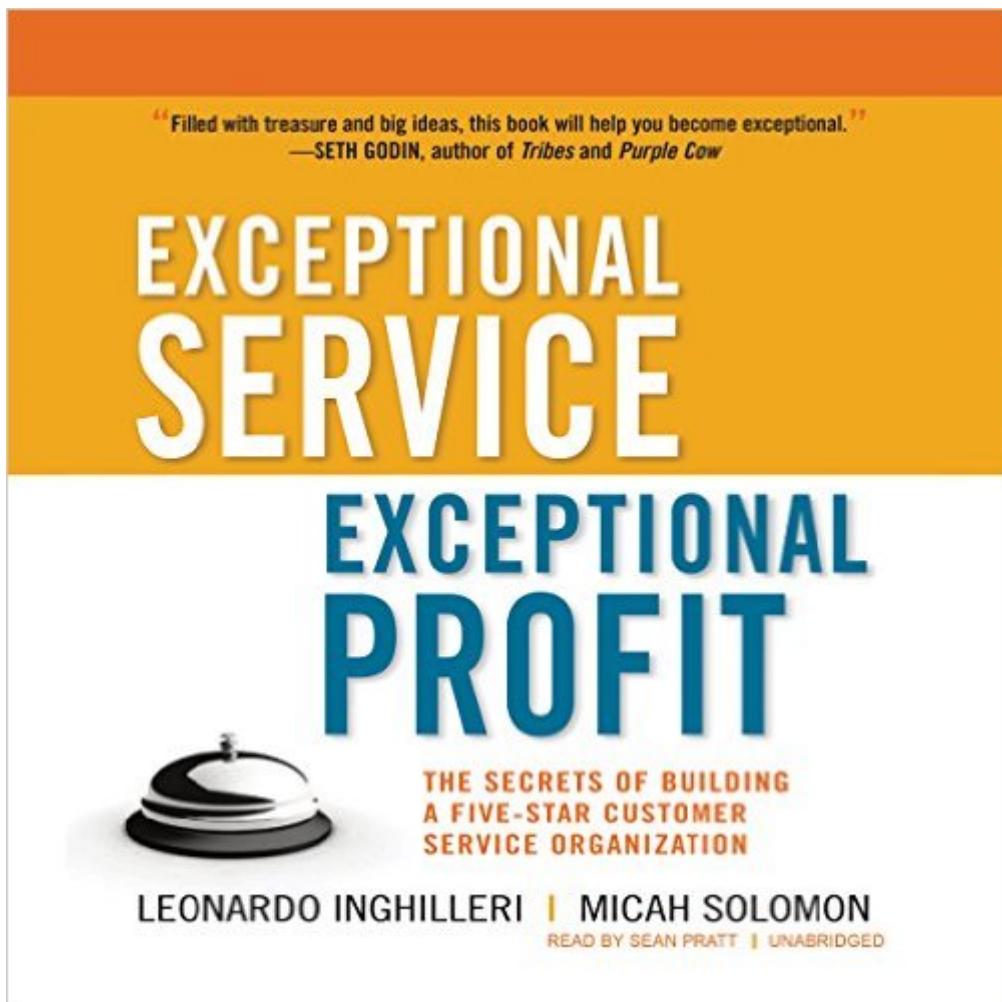


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Exceptional Service, Exceptional Profit: The Secrets Of Building A Five-Star Customer Service Organization



Synopsis

[Read by Sean Pratt] After listening to Leonardo Inghilleri and Micah Solomon's advice on winning customer loyalty, your bottom line will never have looked so good. In a tight market, your most powerful growth engine and your best protection from competitive inroads is this: put everything you can into cultivating true customer loyalty. Loyal customers are less sensitive to price competition, more forgiving of small glitches, and ultimately become "walking billboards" who will happily promote your brand. In Exceptional Service, Exceptional Profit, insiders Leonardo Inghilleri and Micah Solomon reveal the secrets of providing online and offline customer service so superior it nearly guarantees loyalty. Their anticipatory customer service approach was first developed at the Ritz-Carlton as well as at Solomon's entertainment and technology company, Oasis, and has since proven itself in countless companies around the globe, from luxury giant Bulgari to value-sensitive auto-parts leader Carquest, and everywhere in between. Now listeners can take the techniques that minted money for these brands and apply them directly to their own businesses. As Ken Blanchard writes, "Leonardo and Micah's philosophies, rules, and winning examples of service excellence will make you want to implement their suggestions immediately in your own organization." Filled with detailed, behind-the-scenes examples, the audiobook unlocks a new level of customer relationship that leaves your competitors in the dust, your customers coming back day after day, and your bottom line looking better than it ever has before.

Book Information

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Customer Reviews

When I saw EXCEPTIONAL SERVICE, EXCEPTIONAL PROFIT (AMACOM) by Leonardo Inghilleri

and Micah Solomon, I thought to myself, "Oh, no, still another book on customer service." Even the subtitle, THE SECRETS OF BUILDING A FIVE-STAR CUSTOMER SERVICE ORGANIZATION, indicated that might be the case. But was I ever wrong! The authors immediately got me interested in finding out more through their use of success stories from such companies as The Ritz-Carlton and Lexus, as well as how the principles were applied by such online firms as Netflix and CD Baby. In addition, they quickly got me thinking about how to make customers more loyal--with one key way being the need to provide anticipatory service vs. merely reacting to customers. Some of their examples, though seemingly basic, blew me away--such as this one: *To help launch their Ritz-Carlton luxury hotel brand, initially, founding President and Chief Operating Officer Horst Schulze and his team decided on a set of ideal phrases for use in conversation with customers, then trained employees to use those phrases. The frequent use of certain phrases helped unify their employees around a shared identity and contributed to a distinctive "Ritz style" that the public could easily recognize: phrases like "my pleasure," "Right away," "Certainly," and -a personal favorite--"We're fully committed tonight." (Translation: "We're booked solid, bub!") The list of words and phrases to be avoided included folks, hey, you guys, and okay. I also loved this technique for how to preemptively unwad your staff's shorts: * When your own employees first hear you taking the customer's side, don't expect them to be thrilled. ("Does my boss blame me? Does she actually believe that idiot's version of what happened?")

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