



Managing Knock Your Socks Off Service (Knock Your Socks Off Series)

Chip R. Bell, Ron Zemke

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In our increasingly connected world, customer service can make or break a business. Companies that excel keep customers coming back - and those who don't soon discover that word spreads fast. The difference is in how managers train, coach, and support frontline employees. Extensively revised with today's empowered, web-savvy consumer in mind, "Managing Knock Your Socks Off Service" shows managers and supervisors how to: find and retain service-oriented people; understand customer needs, expectations and desires; build a service vision; design a user-friendly service delivery process; involve and inspire employees; and, recognize and reward good performance. The third edition features new chapters on: learning from lost customers; inciting passion and incentivizing service; fostering trust; and delivering great customer experiences online. In short, everything readers need to ensure their frontline employees become their company's biggest asset.

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