



Exceptional Customer Service: Exceed Customer Expectations to Build Loyalty & Boost Profits

Tony Hsieh, Lisa Ford, David McNair, William Perry

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When the going's tough, companies that survive will be those that build the greatest loyalty—by exceeding expectations. Yet, too often, companies ignore their customers' needs and wants. Today, industries like airlines, retail businesses, and restaurants are feeling consumer pushback.

With new, updated examples from more than fifty companies—from Chik-Fil-A restaurants to the Ritz-Carlton hotel chain to online retailer Zappos.com—this book shows managers how to go from so-so service to *amazing* service.

In today's market, customer service is a key competitive advantage. This book shows you how to expand your customer base when the industry is shrinking, use new media to reach consumers, and make a lasting, great impression on customers.

When businesses are fighting to survive, creating a great experience for customers isn't just important—it's *essential*.

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Spent a free the perfect time to be fun activity to perform! A lot of people spent their sparetime with their family, or their particular friends. Usually they doing activity like watching television, planning to beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your current free time/ holiday? Could be reading a book could be option to fill your totally free time/ holiday. The first thing that you ask may be what kinds of guide that you should read. If you want to consider look for book, may be the publication untitled Exceptional Customer Service: Exceed Customer Expectations to Build Loyalty & Boost Profits can be great book to read. May be it is usually best activity to you.

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