



Unleashing Excellence: The Complete Guide to Ultimate Customer Service

Dennis Snow, Teri Yanovitch

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A step-by-step guide to designing and implementing an amazing customer service culture

In today's competitive business environment, keeping customers happy is the key to long-term success. But some businesses provide much better customer service than others. It's not always clear what works and what doesn't, and implementing new customer service practices midstream can be a difficult, chaotic task. Business leaders who want to transform their business culture into one of customer service excellence need reliable, proven guidance.

Unleashing Excellence gives you practical tools and step-by-step guidance tailored to your company's individual customer service needs. It shows you how to navigate your teams through every step of the implementation process to achieve true customer service excellence. The book covers the training and education of your group, how to measure the quality of your service, how to build a culture of personal accountability, and how to recognize excellence and reward it. Fully revised to include updated information on the latest tools and best practices, as well as the stories and lessons learned from those organizations that have used the process described in the book.

- Offers proven best practices for designing and implementing an excellent customer service culture
- Simple format divides content into nine "leadership actions" that guide you through a step-by-step process
- Shows you how to build a common customer service vision for your entire organization

Customer service is vital to the survival of your business. If you want to move your organization's customer service practices from good to great, *Unleashing Excellence* is the key.

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