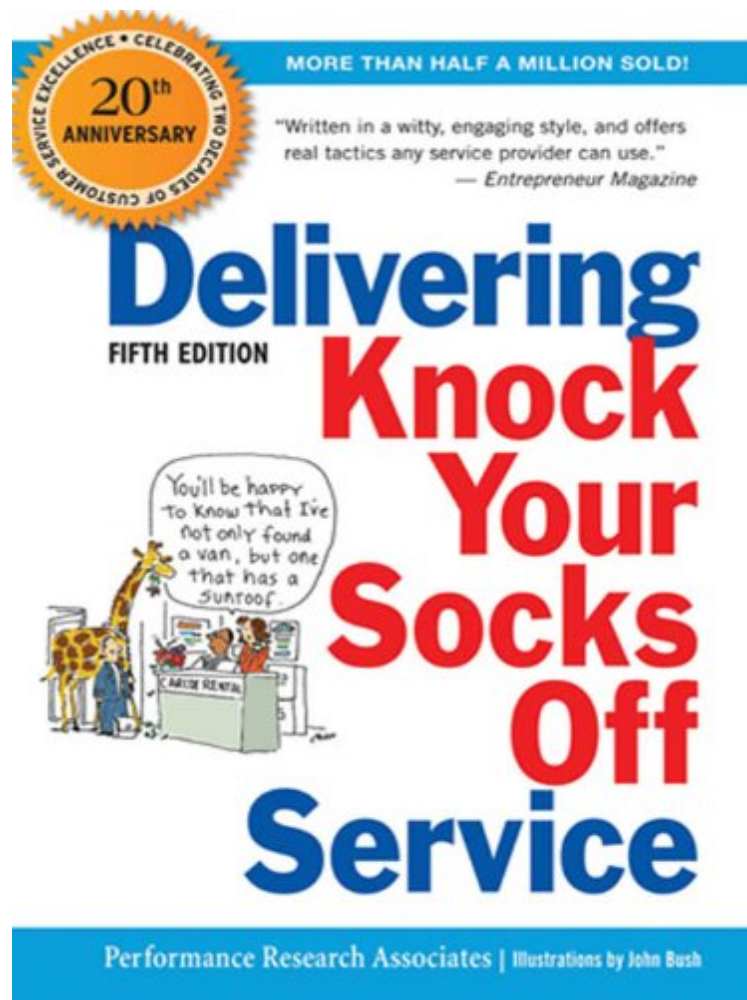


## Delivering Knock Your Socks Off Service (Knock Your Socks Off Series)

PERFORMANCE RESEARCH ASSOCIATES

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**PERFORMANCE RESEARCH ASSOCIATES : Delivering Knock Your Socks Off Service (Knock Your Socks Off Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Delivering Knock Your Socks Off Service (Knock Your Socks Off Series):

0 of 0 people found the following review helpful. Three Stars By PMorton Nothing you haven't read before. 0 of 0 people found the following review helpful. Five Stars By Leonard Resto Good practical advice from which I've learned a lot only having read half of it thus far. 0 of 0 people found the following review helpful. My socks are off. By Tammy Burnett Excellent book for my Customer Service class - very easy to read, great suggestions! The book arrived in a timely fashion. It was a required purchase, but still worth it for a small business owner to be sure.

Who would've thought that a practical, fun, easy-to-read customer service book would capture the hearts of

hundreds of thousands of readers? Now, celebrating its 20th anniversary, *Delivering Knock Your Socks Off Service* has been completely revised and is better than ever! Still the go-to guide on providing the kind of outstanding service that keeps customers coming back, the fifth edition combines powerful tools and techniques with real-world examples and all-new chapters on using social media for communication and service recovery, owning service encounters, responding positively to negative feedback, and more. The book provides readers with proven tips and strategies for:

- Exceeding customer needs and expectations
- Determining the right times to bend or break the rules
- Becoming fantastic fixers and powerful problem-solvers
- Using the RATER factors to wow your customers
- Understanding cultural and generational differences
- Becoming a listening post
- Coping effectively with "customers from hell"

With people surrounded by more choices and information than ever before, true customer loyalty has become increasingly difficult to attain. Combining timeless wisdom and up-to-the-minute methods, *Delivering Knock Your Socks Off Service* is the book no customer service professional can afford to be without.

"A book packed with practical gems. There's a lot of meat in this book." --ABA Banking Journal

From the Back Cover: When the first edition of *Delivering Knock Your Socks Off Service* arrived in bookshelves, "Does service matter?" was an unsettled question. Now 20+ years and a service industry revolution later, it's taken as gospel that superior service leads to higher profits and faster growth. The Internet has changed how customers both shop and relate their experiences, but the foundations of exceptional service remain constant. And now, in this special 20th anniversary edition of the book that has long been relied on for the best guidance on knocking customers' socks off—yours will find all-new tips, tools, and techniques for the world we live in today. Whether you're new to customer service or an old pro, this book shows you how to:

- WOW your customers
- Become a fantastic fixer and powerful problem-solver
- Determine the right times to bend or break the rules
- Work with cultural and generational differences
- Become a valued "listening post" for your organization
- Effectively handle "customers from hell"

Featuring real-world examples, the book contains all-new chapters on using social media for communication and service recovery, owning service encounters, responding positively to negative feedback, and more. The most important part of creating a "service advantage" is still you. And this fun-to-read, classic resource will show you how to provide the best service imaginable, time after time. Praise for Previous Editions:

- "An easy-to-read service bible." —The American Salesman
- "A must-read for retailers working with today's challenging customers." —Retail News Magazine
- "Written in a witty, engaging style, and offers real tactics any service provider can use. Once you've read this book, pass it on to your employees." —Entrepreneur Magazine

Performance Research Associates, Inc., founded in 1972 by the late Ron Zemke, one of the leaders of the American customer service revolution, trains and consults with organizations of all types and sizes on service quality, customer loyalty, and creating a customer-driven culture. PRA's clients have included PricewaterhouseCoopers, Microsoft, Prudential Insurance, Harley-Davidson, GlaxoSmithKline, Universal Studios theme parks, Motorola, Turner Broadcasting System, and many others. The firm is located in Minneapolis. For more information please visit [www.socksoff.com](http://www.socksoff.com)

About the Author: PERFORMANCE RESEARCH ASSOCIATES, INC., was founded in 1972 by the late Ron Zemke, author of nearly 40 books on service quality and organizational effectiveness.