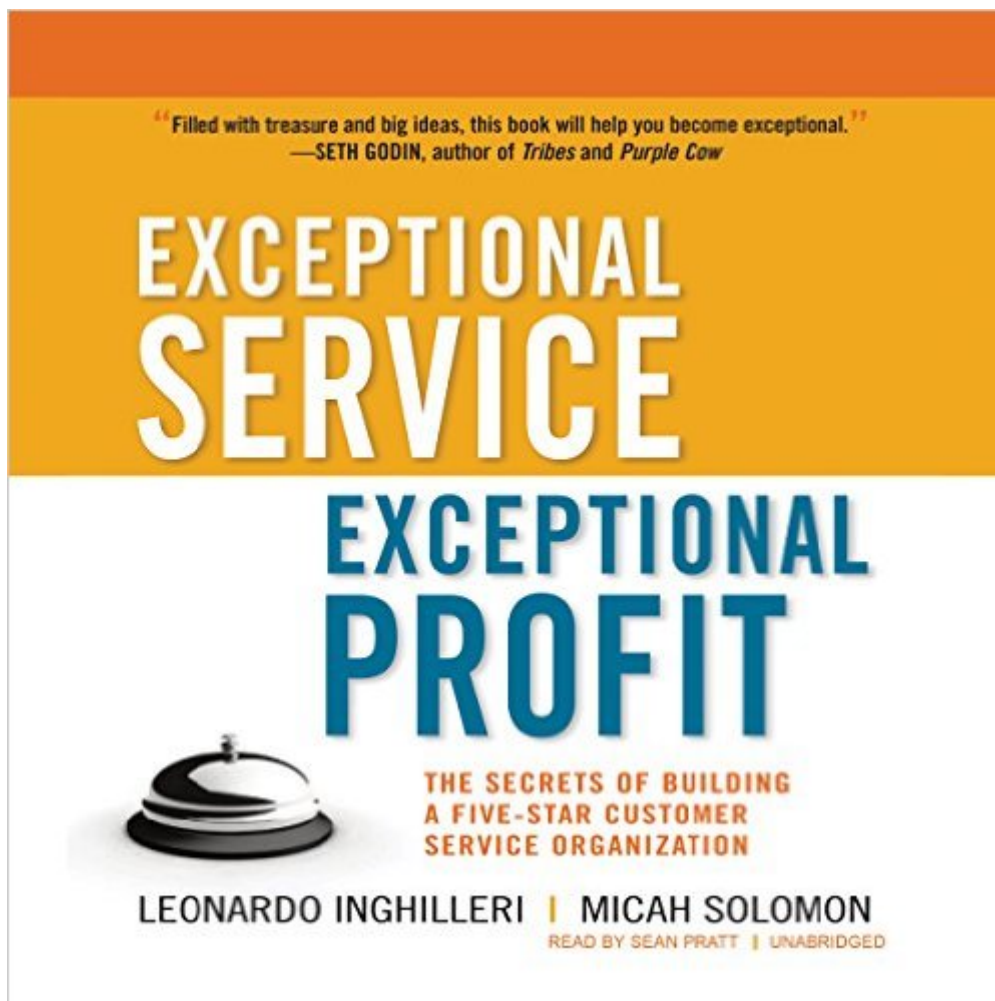


The book was found

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

Audio CD

Publisher: Gildan Media and Blackstone Audio; Unabridged edition (November 14, 2014)

Language: English

ISBN-10: 1469090937

ISBN-13: 978-1469090931

Product Dimensions: 5.2 x 0.7 x 5.7 inches

Shipping Weight: 4.8 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (78 customer reviews)

Best Sellers Rank: #2,099,723 in Books (See Top 100 in Books) #119 in [Books > Books on CD > Business > Sales](#) #225 in [Books > Books on CD > Business > Investing](#) #1493 in [Books > Books on CD > Business > General](#)

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 unward 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?)

[Download to continue reading...](#)

Exceptional Service, Exceptional Profit: The Secrets of Building a Five-Star Customer Service Organization Gardening For Entrepreneurs: Gardening Techniques For High Yield, High Profit Crops (Farming For Profit, Gardening For Profit, High Yield Gardening) Food Service Menus: Pricing and Managing the Food Service Menu for Maximum Profit (The Food Service Professional Guide to Series 13) Customer Service: Career Success Through Customer Loyalty (6th Edition) The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations Civil Service Exam Secrets Study Guide: Civil Service Test Review for the Civil Service Examination (Mometrix Secrets Study Guides) The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To) The Food Service Professional Guide to Controlling Restaurant & Food Service Food Costs (The Food Service Professional Guide to, 6) (The Food Service Professionals Guide To) Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine The Intuitive Customer: 7

Imperatives For Moving Your Customer Experience to the Next Level Outstanding!: 47 Ways to Make Your Organization Exceptional Organization Development: Behavioral Science Interventions for Organization Improvement,6th Edition Organization: The 7 Habits to Organize Your Day, Productivity, and Focus (organization, success, efficiency, declutter, focus, productive, mind control) Wiley Not-for-Profit GAAP 2014: Interpretation and Application of Generally Accepted Accounting Principles (Wiley Not-For-Profit GAAP: Interpretation ... of Generally Accepted Accounting Principles) Profit Maximization: 5 Unique Ways to Increase Your Revenue, Decrease Your Costs, and Maximize Your Profit in 30 Days or Less! Minecraft Secrets: Master Handbook Edition: Top 100 Ultimate Minecraft Secrets You May Have Never Seen Before (Unofficial Minecraft Secrets Guide for Kids) (Ultimate Minecraft Secrets Handbook) Lone Star Love: Five Historical Romances Set in the Lone Star State Customer Service Skills for Success The Nordstrom Way to Customer Service Excellence: The Handbook For Becoming the "Nordstrom" of Your Industry

[Dmca](#)