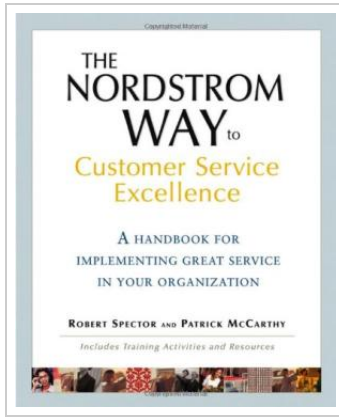




The Nordstrom Way to Customer Service Excellence: A Handbook For Implementing Great Service in Your Organization

By Robert Spector

Wiley, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction. PART I: What Managers Can Do to Create Nordstrom-Style Service. 1. The Nordstrom Story: How a Century of Family Leadership Created a Culture of Entrepreneurship, Consensus, and Service. Exercise: What Is Our Company's History? 2. Spreading the Service Culture: Publicly Celebrate Your Heroes; Promote from Within. Exercise: Tell the Story of Your Company's Heroes. Exercise: What Do We Stand For? 3. Line Up and Cheer for Your Customer: Create an Inviting Place to Do Business. Exercise: You're the Customer. Exercise: Call Your Company. Exercise: Surf Your Company's Web Site. 4. How Can I Help You? Provide Your Customers with Lots of Choices. Exercise: Expand Your Customers' Choices. PART II: What Supervisors Can Do to Create Nordstrom-Style Service. 5. Nordstrom's #1 Customer Service Strategy: Hire the Smile. Exercise: Hiring Questionnaire. 6. That's My Job: Empower Employees to Act Like Entrepreneurs to Satisfy the Customer. Exercise: What Does Empowerment Mean? Exercise: Empowering Compensation. 7. Dump the Rules: Tear Down the Barriers to Exceptional Customer Service. Exercise: Examine Your Rules. 8. This Is How We Do It: Manage, Mentor, and Maintain Great Employees. Exercise: How Do...



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