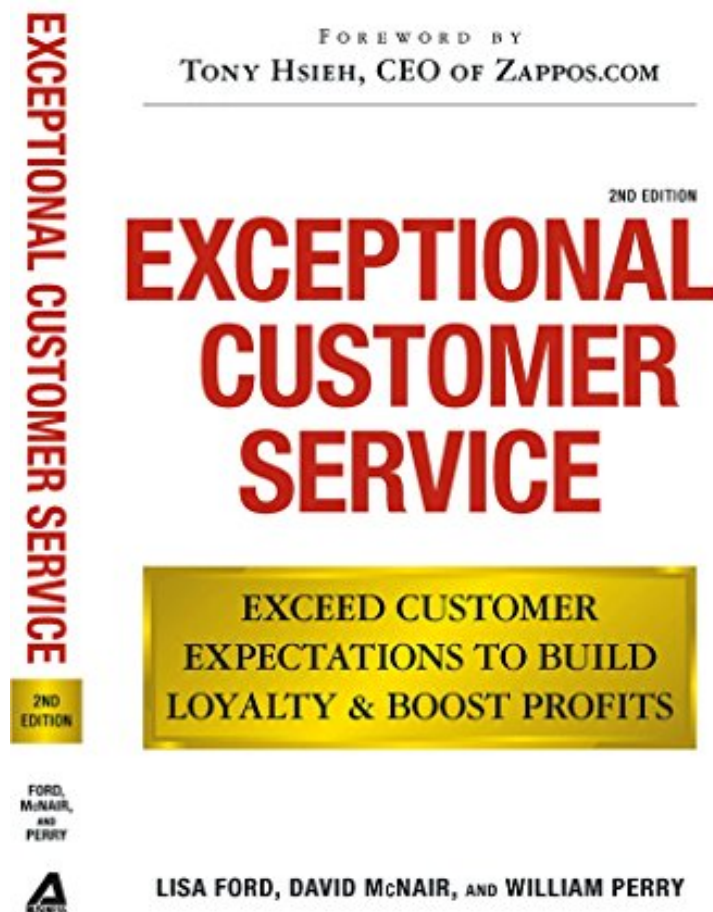


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# Exceptional Customer Service: Exceed Customer Expectations to Build Loyalty Boost Profits

*Tony Hsieh, Lisa Ford, David McNair, William Perry*  
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easy read full of very quality advice.0 of 0 people found the following review helpful. Five StarsBy Mary Elizabeth MartinEvery person in a customer service business should read this book.0 of 0 people found the following review helpful. MehBy CustomerI had high hopes for this book. I had just completed a book on service written by a Texan car dealer. That book is great, is aimed at business owners, and looks at all aspects of service.This book feels more like I'm an employee of a large corporation and someone brought in a consultant to give a two-day workshop on customer service. That's just not my thing, and I found myself skimming before I got to the end of the book.There are some worthwhile items, but I also found really odd expectations. When the author pulls into a full parking garage, the author suggests the parking attendant should know who is on vacation so the author can park in that person's parking space, or the parking attendant should offer to take the car and keys and take care of parking the car. Also, when in a hardware store and asking a clerk where the caulk can be found, the author suggests the clerk should have brought the author the product, as if there is only one type of caulk. These desires are unrealistic.

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.

About the AuthorLisa Ford (Atlanta, GA) is a customer service expert and speaker with more than twenty years of experience helping organizations win customers and keep them loyal. She is the author of many books, videos, and the bestselling training series, "How to Give Exceptional Customer Service."David McNair (Charleston, SC) is a speaker, author, and consultant on employee and customer focus. With more than thirty years of experience, he began his work with ATT before transitioning to a career in healthcare administration. In 1999, he founded the McNair Group, a performance enhancement firm based in Charleston, SC. Bill Perry (Charleston, SC) is a consultant, writer, and college professor at The Citadel. A former U.S. Navy captain and later journalist, he was CEO of a nonprofit organization promoting customer service excellence in the community. He is president of the Charleston Center for High Performance Organizations.