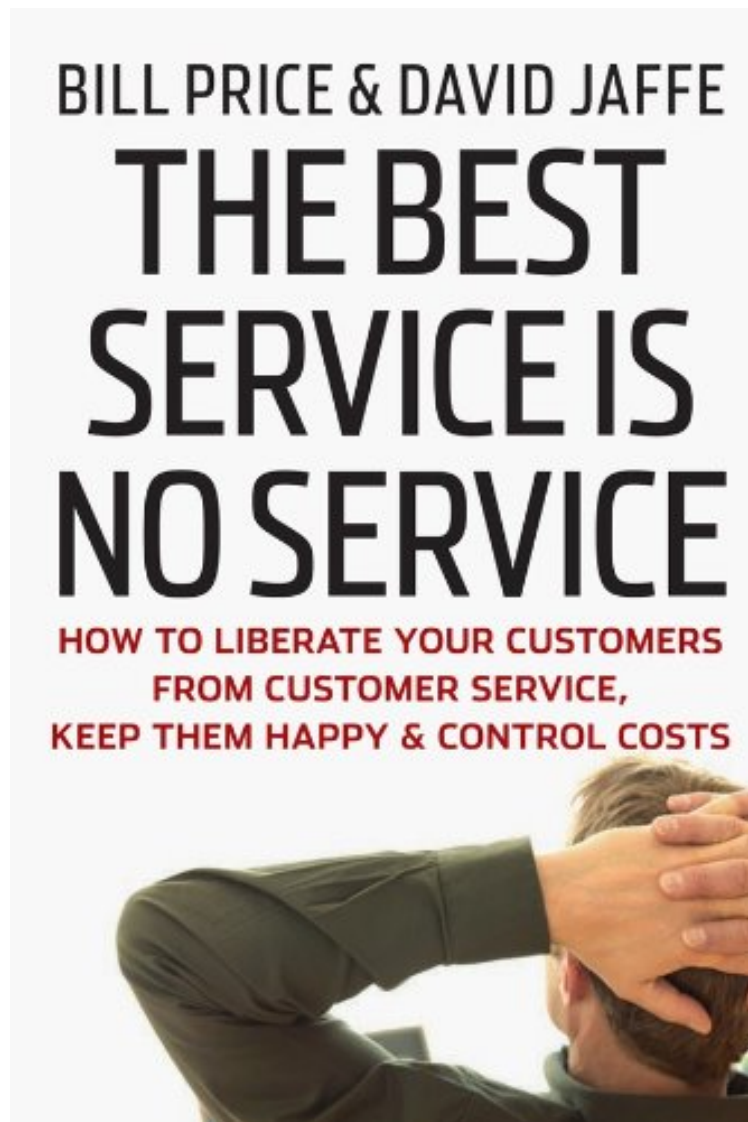


[Mobile ebook] The Best Service is No Service: How to Liberate Your Customers from Customer Service, Keep Them Happy, and Control Costs

The Best Service is No Service: How to Liberate Your Customers from Customer Service, Keep Them Happy, and Control Costs

Bill Price, David Jaffe
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Bill Price, David Jaffe : The Best Service is No Service: How to Liberate Your Customers from Customer Service, Keep Them Happy, and Control Costs before purchasing it in order to gage whether or not it would be worth my time, and all praised The Best Service is No Service: How to Liberate Your Customers from Customer Service, Keep Them Happy, and Control Costs:

0 of 0 people found the following review helpful. Best customer service likely starts with reading this book...By PA

most instructive and well thought through analysis of why so many companies fail to give excellent customer service, spend too much on customer service infrastructure and miss out on revenue opportunity. Even better, they provide a template to adopt to turn the situation around. Excellent insight and powerful examples brought out. 1 of 1 people found the following review helpful. Should be compulsory for everyone who has customers

By finla
Interesting and informative book, which shows in a concise way how companies should organise themselves so that customer feedback becomes live R&D, eliminating the reason for contacts and feedback in the first place. The book is so motivating, it almost made me want to change my career to customer service management. It should in fact be compulsory reading for anyone who has ended in that profession. 0 of 0 people found the following review helpful.

Highly recommended for Customer-oriented companies

By Fabrizio Trotti
A great perspective on managing Customer Support. The book probably exceeds a bit too much in examples, but the core message is very intriguing and definitely worth discussing within your Company.

In this groundbreaking book, Bill Price and David Jaffe offer a new, game-changing approach, showing how managers are taking the wrong path and are using the wrong metrics to measure customer service. Customer service, they assert, is only needed when a company does something wrong; eliminating the need for service is the best way to satisfy customers. To be successful, companies need to treat service as a data point of dysfunction and figure out what they need to do to eliminate the demand. The Best Service Is No Service outlines these seven principles to deliver the best service that ultimately leads to "no service": Eliminate dumb contacts Create engaging self-service Be proactive Make it easy to contact your company Own the actions across the company Listen and act Deliver great service experiences

"admirably straightforward book; refreshingly no-nonsense". (Financial Times , Thursday 27th March 2008)

From the Inside Flap
The Best Service Is No Service Most customer service operations have it wrong. They gauge their effectiveness and productivity based on the number of customer calls or contacts they handle. But do your customers really want a "relationship" with your company's customer service department, or do they simply want to purchase your products or services so they can put them to use? In this groundbreaking book, Bill Price and David Jaffe offer a new, game-changing approach, showing how managers are taking the wrong path and are using the wrong metrics to measure customer service. Customer service, they assert, is only needed when a company does something wrong; eliminating the need for service is the best way to satisfy customers. To be successful, companies need to treat service as a data point of dysfunction and figure out what they need to do to eliminate the demand. The Best Service Is No Service outlines these seven principles to deliver the best service that ultimately leads to "no service": Eliminate dumb contacts Create engaging self-service Be proactive Make it easy to contact your company Own the actions across the company Listen and act Deliver great service experiences

While self-service and customer relationship management are often tech-heavy and software-driven efforts, Price and Jaffe emphasize that no technology is needed to adopt a "no service" mindset; and any manager who tries to ferret out dysfunctional contacts between customers and companies can create far better, self-correcting systems. Indispensable to both managers and leaders of organizations, The Best Service Is No Service redefines traditional notions of service and success.

From the Back Cover
Praise for The Best Service Is No Service "A very sharp and practical treatise on why so many call centers and service operations are playing with the wrong deck of cards altogether. We strongly recommend it to anyone involved in customer service issues." —Don Peppers and Martha Rogers, Ph.D., authors, Rules to Break and Laws to Follow "The Best Service Is No Service presents great new ideas about how to make service work for the company and the customer. Customers are clamoring for self-service that answers all of their questions, and this important book shows companies how to achieve this level of customer satisfaction." —Sheryl Sandberg, vice president of online sales and operations, Google "I recommend The Best Service Is No Service to companies and their outsourcing partners alike; when customers don't need to contact companies for help or information because everything is clear and works right, then everyone benefits. The 'best service' principles also work across all countries and cultures, a new universal goal!" —Sanjeev Aggarwal, managing director, Helion Ventures Pvt Ltd Gurgaon, India, and founder and former CEO of IBM Daksh "Building 'the best service is no service' also applies outside of corporations; universities and business schools can learn a lot from this book and its principles. I recommend this book to academic leaders for their schools and for their students to obtain firsthand lessons that really work!" —James Jambalvo, dean, Michael G. Foster School of Business; and Kirby L. Cramer Chair of Business Administration "This book is compulsory reading for executives, customer service managers, and decision makers whose actions define a company's customer experience. The Best Service Is No Service points out areas where management mistakes or confusion can lead to unnecessary contacts and disoriented customers. The concept of 'no service' is elegant in its simplicity. You will find clear solutions and tips on how to achieve 'no service' but also how to provide 'awesome customer experiences' while pursuing 'no service.'" —Bert Quintana, former vice president, Dell International Services