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# The Customer Service Solution: Managing Emotions, Trust, and Control to Win Your Customer's Business: Managing Emotions, Trust, and Control to Win Your Customer's Base

*Sriram Dasu, Richard B Chase*

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"Attention all service providers! Follow the prescriptions of *The Customer Service Solution* and you will find yourself well on your way to leaving the world of service behind and becoming an experience stager." —B. JOSEPH PINE II, coauthor of *The Experience Economy*


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# CUSTOMER SERVICE SOLUTION



Managing Emotions, Trust, and Control to  
Win Your Customer's Business

Sriram Dasu, PhD and Richard B. Chase, PhD  
*Author of Operations and Supply Chain Management*

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Customer Service Solution: Managing Emotions, Trust, and Control to Win Your Customer's Business: Managing Emotions, Trust, and Control to Win Your Customer's Base*:

1 of 1 people found the following review helpful. Service experiences can be engineered and improved. By Hunter Hastings. The tenets of Service Science, an academic approach to design and analysis for the creation of value in the service economy, are converging with marketing. This is a positive development. Marketing is the science of understanding customer needs and designing solutions to meet them. Service Science (or the term I prefer, Service Thinking) starts with the principle that the output of a service is an experience. The quality of that experience is subjectively assessed by the individual customer - emotionally, idiosyncratically, and inconsistently. The inevitable consequence is individualization and personalization of service design. Can this be achieved with efficiency and scale? Yes, it can. How? By applying the principles of process engineering - the same ones that have brought us such marvelous experiences on platforms such as iPhones and tablets and CRM software. Professor Dasu's book is a cutting edge description and analysis of the processes and tools of service design engineering. Professor Dasu's approach is much more open and practical than much of the academic work that precedes him, and points to tremendous opportunities for service innovation, productivity and growth in the future. The book is useful for practitioners in marketing, customer service and relations, and PR and advertising. We look forward to further work from this innovative thinker and engineer.

1 of 1 people found the following review helpful. Advancing VOCE. By SAKA. The authors expand the improvement and innovation techniques for multiple industries through a recognition and explanation of levels deeper than process and voice of the customer analysis. Wonderful!

1 of 1 people found the following review helpful. An excellent book on service management. By Reza Ahmadi. At the begging I was skeptical of what this book has to offer. After reading it and re-reading it, it changed my perspective totally. I highly recommend it for use in classrooms for any service operations and even core operations course.

Understand Consumer Psychology to Drive Profits and Growth. Want to know exactly what's driving your customer's behavior? NOW YOU CAN! *The Customer Service Solution* explains how consumers perceive services and shows you how to enhance the customer experience--every time. In this economic climate, the customer service experience is more critical than ever. Most leading service firms advocate the TLC mantra: Think Like a Customer. That's a good practice, but first you have to understand what your customer is thinking and feeling. Today's business leaders cannot afford to neglect the psychological principles that govern customer satisfaction and long-term loyalty. What are the factors that really determine customer satisfaction? Two of the nation's leading authorities on service psychology, Sriram Dasu and Richard Chase, have written this groundbreaking guide that identifies and demystifies the psychological triggers behind customer behavior. You'll go where customer satisfaction surveys, mystery shoppers, and focus groups can't--and learn exactly why customers respond and behave the way they do. With findings drawn from behavioral science research, this book provides all the tools you need to evaluate your current service platforms and design future strategies to enhance customer perceptions positively and drive your sales. *The Customer Service Solution* illustrates why even companies with high levels of satisfaction are missing tremendous opportunities by neglecting the emotional elements that govern consumer interactions. This book will show you how to: Shape and manage customer perceptions Understand implicit versus explicit outcomes Develop the roles of control and choice among buyers Design emotionally intelligent processes Build trust among customers Whatever your business may be--healthcare, hospitality, financial services, e-commerce, and more--this book is an essential tool to help you increase profits by leveraging your company's customer experience. **PRAISE FOR THE CUSTOMER SERVICE SOLUTION:** "Harnessing the power of emotions will help to drive an exceptional customer experience creating customers for life to help your business thrive. Finally, a guide to help us better understand how to do this." -- James Merlino, MD, Chief Experience Officer, Cleveland Clinic "Required reading for anyone designing a service encounter." -- James Heskett, Professor Emeritus, Harvard Business School, coauthor of *The Service Profit Chain* and *Service Future* "I have always known that our customers shop with us because they want to, not because they have to. How to make them want to is the secret that this great book unlocks." -- Kevin Davis, President and CEO, Bristol Farms "[Dasu and Chase] share easy-to-understand ideas and guidance to operations managers who typically do not think about the psychology of customers in designing their services." -- Mary Jo Bitner, PhD, Professor and Executive Director, Center for Services Leadership, W. P. Carey School, Arizona State University "Dasu and Chase provide an excellent set of ideas for delivering emotional customer service experiences through systems and operations." -- Rodolfo Medina, Vice President, Marketing Commercial, Rock in Rio "This book provides valuable insights to managing and molding the customer's emotional journey, leading to ultimate satisfaction and sustainable loyalty." -- Ali V. Kasicki, Regional Managing Director, Orient-Express

About the Author: Sriram Dasu, associate professor at the Marshall School of Business, University of Southern California, has written numerous articles on operations management and continues to publish in leading academic and

professional journals nationwide. Richard B. Chase, Justin Dart Professor Emeritus, Marshall School of Business, University of Southern California, is the coauthor of *Operations and Supply Chain Management*, which sold over a million copies and is now in its thirteenth edition, having been translated into 12 languages. He's widely acknowledged as one of the founders of the Service Operations Management field.