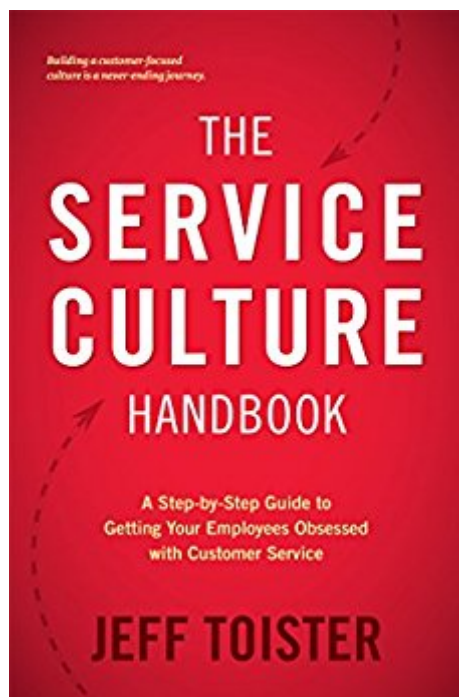




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# The Service Culture Handbook: A Step-by-Step Guide To Getting Your Employees Obsessed With Customer Service



## Synopsis

Imagine you could develop a customer-focused culture so powerful that your employees always seem to do the right thing. They encourage each other, proactively solve problems, and constantly look for ways to go the extra mile. In short, imagine a workplace culture where employees were absolutely obsessed with customer service. The Service Culture Handbook is a step-by-step guide to help you develop a customer-focused culture in your company, department, or location. Whether you're just beginning your journey, or have been working on culture for years, this handbook will prepare you to take the next step. You'll receive actionable advice, straightforward exercises, and proven tools you can utilize immediately. Learn the one thing that forms the foundation of every great culture. Discover what customer-focused companies do differently to engage their employees. And explore ways to strategically align every facet of your organization with outstanding service. Creating and sustaining a customer-focused culture is a never-ending journey that takes hard work, dedication, and commitment. The Service Culture Handbook is an indispensable resource to help you and your employees stay headed in the right direction. Praise for The Service Culture Handbook: "The Service Culture Handbook provides the poignant inspiration and practical instruction for the difficult work of transforming a service culture into one that is distinctive, successful, and permanent." — Chip R. Bell, author of *Kaleidoscope: Delivering Innovative Service That Sparkles* "Though research continues to uncover the astonishing impact of customer-focused cultures on customer loyalty and business results, few organizations know how to get there. Jeff Toister unlocks that mystery through this practical (and fun to read!) guide to developing a culture that really works." — Brad Cleveland, founding partner and former CEO, International Customer Management Institute

## Book Information

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## Customer Reviews

There's no easy to say this, but... if your company and/or team culture sucks, no amount of training, coaching, or plucked-from-thin-air engagement strategies are going to do it. Oh, and if you think you can just replicate the successes of other companies, keep on dreamin'. It's overwhelming, I know. But here's the deal - it doesn't have to be and this book will show you why. Why is culture important and why do so many initiatives fail? What is culture? What does it look like within the context of your team or company? How do you align your company's goals around culture? How do hire and train the right people? The answer to these questions, and so much more, are found in this book. Oh, and one last thing. This is not some dreary academic text with prose baked in Ambien. Jeff writes with a very conversational tone which makes this book an easy read.

The Service Culture Handbook is very helpful for anyone leading a customer service center. The recommendations of Jeff Toister (same guy who does many of the customer service courses on Lynda.com) are easy to understand and he provides a straight-forward approach for implementation. I would highly recommend this book for any leader managing a customer service function for the first time, or any leader who wants to foster a customer service culture within their organization.

Easy, no, something a company can do: YES! The Service Culture Handbook is a book that acts as a guide to defining "exceptional customer service" and the work required to make it happen. The book is loaded with examples of both the enablers and potential pitfalls that may be encountered along the way. It also includes tangible activities and tools to help each company shape the service culture that is right for their organization and customers. The fact that the

handbook clearly states "Culture is not a side project. It's a way of doing business that should be integrated into everything you do." makes it clear that it is a journey that requires effort both to create it and then sustain it!

Jeff has provided an easy to read roadmap for creating, implementing and sustaining a customer service improvement plan. He illustrates real world examples of both great customer service and less than stellar customer service performances and how they can impact a company's reputation. Jeff has a knack for writing each personal story as you can feel the happiness when someone goes above and beyond as well as cringe when people are creating more havoc than providing even acceptable customer service.

Great Product, received as promised

Jeff Toister has out done his last book "Service Failure". This book has incredible customer service examples and a step by step path for any one to follow for excellent customer service. Well Done Jeff!

Customer service is, while it seems easy enough, is very complex. And, the first step in creating an amazing customer experience begins with training your customer service team. Jeff Toister takes a realistic, step by step approach to helping you define your customer service vision and how to get everyone on board. Through true stories of "fanatical service", he reels you in, motivating you through examples to get your company's butt in gear and provide a level of support that will knock your customers socks off. For anyone who is a customer service manager, even if you already have years of experience, this is a book for you. If you're starting your own business and are not sure how your customer service experience is going to play out, this book is for you. If you're the CEO of a company and you're noticing business and morale is not the best, this book is for you. Toister clearly knows what he is talking about and is amazing at breaking down these tough topics with tools (many of which are available for free online) and processes that anyone can create for their company.

Great customer service doesn't happen by accident. The companies that do it consistently well have embedded service as part of their culture - so that it is every employee's responsibility. Jeff Toister's new book is a step-by-step guide to instilling a culture of service into your organization. His

examples from real companies are compelling and inspiring; you'll read them and think to yourself, "why isn't my company doing things like that?" Toister shows you how, including hiring and training the right agents, empowering them to help customers, ensuring that senior management is on board, and engaging employees throughout the organization to contribute. This is a must-read in a business climate where great customer service is critical to attracting and retaining customers.

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