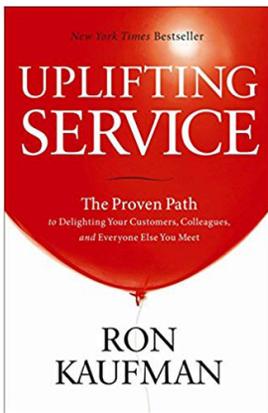




Resources

For Customer Experience Success
Curated by Laurie Hawkins

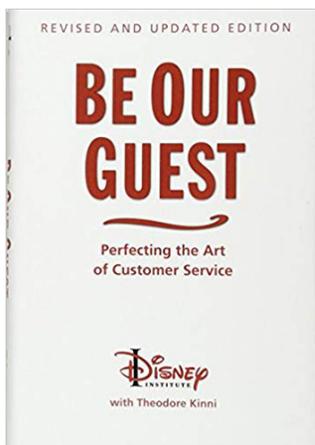
UPLIFTING SERVICE



In Uplifting Service Ron Kaufman takes you on a journey into a new world of service that is guided by fundamental principles and actionable models. After more than two decades helping leaders transform their service cultures, Kaufman has discovered that while each successful team is different, the architecture they apply to build an uplifting service culture is the same.

Kaufman lays out the steps you can take to build a sustainable culture that delivers outstanding service every day. He offers the tools and practices that have been proven effective in businesses, governments, communities, and homes; on every continent; and in many languages. Through perspective-changing insights and case studies, you will learn how the world's best performing companies have changed the game through service" and how you too can follow this proven path to an uplifting transformation.

BE OUR GUEST



Exceeding expectations rather than simply satisfying them is the cornerstone of the Disney approach to customer service. Now, in honor of the tenth anniversary of the original Be Our Guest, Disney Institute, which specializes in helping professionals see new possibilities through concepts not found in the typical workplace, is revealing even more of the business behind the magic of quality service. During the last twenty-five years, thousands of professionals from more than thirty-five countries and more than forty industries have attended business programs at Disney Institute and learned how to adapt the Disney approach for their own organizations.

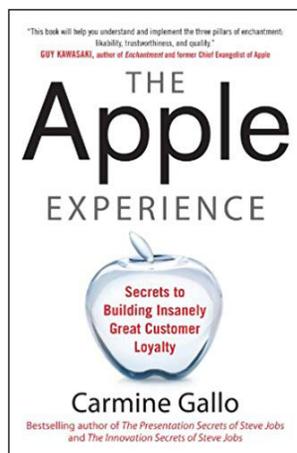
HIGH TECH HIGH TOUCH CUSTOMER SERVICE



High-Tech, High-Touch Customer Service spells out surefire strategies for success in a clear, entertaining, and practical way. Discover: *Six major customer trends and what they mean for your business *Eight unbreakable rules for social media customer service *How to effectively address online complainers and saboteurs on Yelp, Twitter, TripAdvisor, and other forums for user generated content *The rising power of self-service--and how to design it properly *How to build a company culture that breeds stellar customer service ?

High-Tech, High-Touch Customer Service reveals inside secrets of wildly successful customer service initiatives, from Internet startups to venerable brands, and shows how companies of every stripe can turn casual customers into fervent supporters who will spread the word far and wide--online and off.

THE APPLE EXPERIENCE

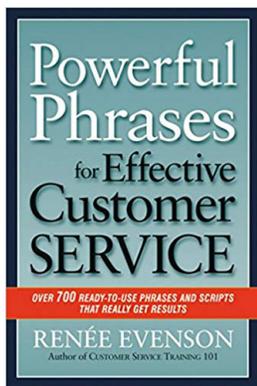


In The Apple Experience, Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple's retail space and learning about Apple's vision and philosophy. Using insights and data from these sources, he breaks down Apple's customer centric model to provide an action plan with three distinct areas of focus:

- Inspire Your Internal Customer with training, support, and communications that create a feedback loop for improving performance at every level
- Serve Your External Customer with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service--Approach, Probe, Present, Listen, End with a fond farewell
- Set the Stage by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products

With The Apple Experience, you can improve the return on your investment in retail by adding real value to every customer interaction.

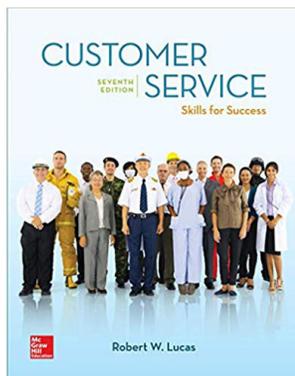
POWERFUL PHRASES FOR EFFECTIVE CUSTOMER SERVICE



In *Powerful Phrases for Effective Customer Service*, author Renée Evenson covers thirty challenging customer behaviors and twenty common employee-caused negative encounters to teach readers how to assess circumstances, choose one of many appropriate responses, and confidently and consistently deliver customer satisfaction. Helpful sample scenarios and tangible instructions bring the phrases to life, while detailed explanations bolster your confidence so that you'll have the right words as tools at your disposal and the skills to take action and deliver those words effectively.

Practical and insightful, *Powerful Phrases for Effective Customer Service* ensures you'll never again be at a loss for what to say to customers. By incorporating language that communicates welcome, courtesy, rapport, enthusiasm, assurance, regret, empathy, and appreciation, you'll not only be capable of overcoming obstacles--you'll strengthen all facets of your customer service.

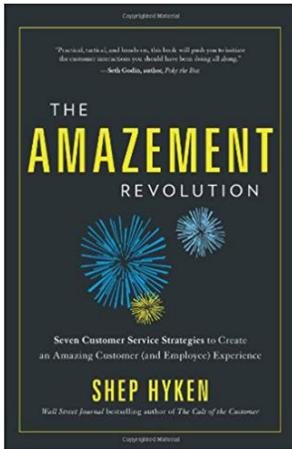
CUSTOMER SERVICE SKILLS FOR SUCCESS



Customer Service Skills for Success by Robert W. Lucas is the top-selling customer service textbook in the United States. The 7th edition addresses real-world customer service issues and provides a variety of updated resources, activities, examples and tips from the author and active professionals in the industry to gain and hold readers' interest while providing insights into the concepts and skills related to customer service.

The 7th edition of *Customer Service Skills for Success* contains 10 chapters divided into four parts, plus the Appendix, Glossary, and Bibliography. These parts focus on different aspects of customer service: The Profession, Skills for Success, Building and Maintaining Relationships and Retaining Customers. Along with valuable ideas, guidance, and perspectives, readers will also encounter interviews of real-world service providers, case study scenarios, and activities to help apply concepts learned to real-world situations. This allows the student to think critically on the issues presented.

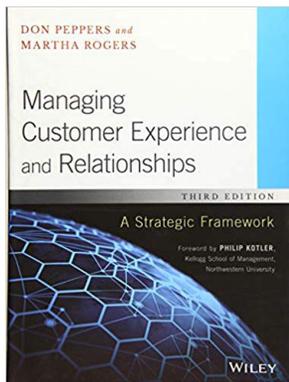
THE AMAZEMENT REVOLUTION



In a tough, competitive, and price-sensitive economy, customer service is one of the most essential tools to separate your business from the competition. In this sequel to the bestseller *The Cult of the Customer*, Shep Hyken delivers seven powerful strategies that any organization can implement to create greater customer and employee loyalty: Membership, Serious FUN, Partnership, Hiring, The After-Experience, Community, Walking the Walk.

Hyken shares more than one hundred insightful examples from fifty role-model companies that prove these strategies can and should be implemented immediately—by any organization, large or small.

MANAGING CUSTOMER RELATIONSHIPS

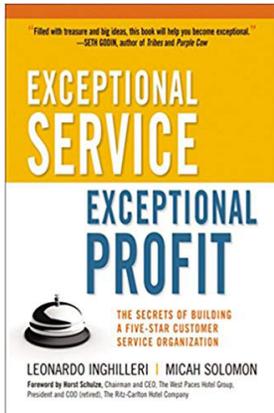


Managing Customer Experience and Relationships, Third Edition positions the customer as central to long-term strategy, and provides essential guidance toward optimizing that relationship for the long haul. By gaining a deep understanding of this critical dynamic, you'll become better able to build and manage the customer base that drives revenue and generates higher margins. The increased reliance on customer relationship management has revealed a strong need for knowledgeable practitioners who can deploy effective initiatives. This book provides a robust foundation in CRM principles and practices, to help any business achieve higher customer satisfaction.

- Understand the fundamental principles of the customer relationship
- Implement the IDIC model to improve CRM ROI
- Identify essential metrics for CRM evaluation and optimization
- Increase customer loyalty to drive profits and boost margins

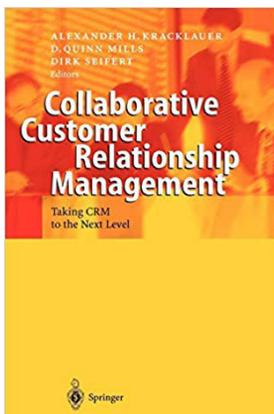
Sustainable success comes from the customer. If your company is to meet performance and profitability goals, effective customer relationship management is the biggest weapon in your arsenal—but it must be used appropriately. *Managing Customer Experience and Relationships, Third Edition* provides the information, practical framework, and expert insight you need to implement winning CRM strategy.

EXCEPTIONAL SERVICE EXCEPTIONAL PROFIT



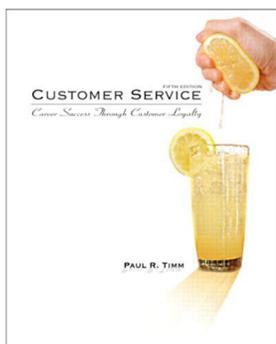
Customer service experts Leonardo Inghilleri and Micah Solomon's anticipatory customer service approach was first developed at The Ritz-Carlton as well as at Solomon's company Oasis, and has since proven itself in countless companies around the globe--from luxury giant BVLGARI to value-sensitive auto parts leader Carquest and everywhere in between. Their experience shows that the most powerful growth engine in a tight market--and best protection from competitive inroads--is to put everything you can into cultivating true customer loyalty. *Exceptional Service, Exceptional Profit* takes the techniques that minted money for these brands and reveals how you can apply them to your own business to provide the kind of exceptional service that nearly guarantees loyalty.

COLLABORATIVE CUSTOMER RELATIONSHIP MANAGEMENT



Driven by rapidly changing business environments and increasingly demanding consumers, many organizations are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM. This book presents a new strategic framework that has been tested successfully with various global companies. New management concepts such as Collaborative Forecasting and Replenishment, CRM, Category Management, and Mass Customization are integrated into one holistic approach. Experts from companies like McKinsey and Procter&Gamble, as well as authors from renowned academic institutions, offer valuable insights on how to redesign organizations for the future.

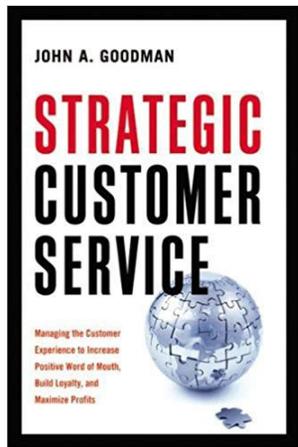
CUSTOMER SERVICE



Customer Service: Career Success through Customer Loyalty, 6e provides a systematic process for building service skills that all business people need. Presented in a friendly, conversational manner, the text is filled with examples that demonstrate the link between service skills and career achievement.

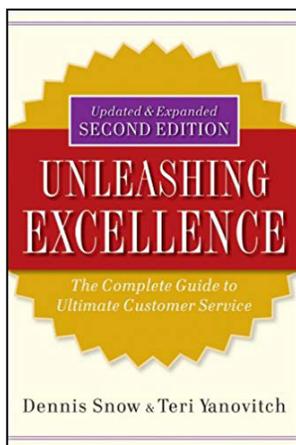
This edition features more on social networking, trustability, and customer service trends. Information is also included on internal customers, emerging technologies, and stress-reducing techniques. Throughout the text, there is an emphasis on transforming good service intentions into a workable plan that yields loyalty and success.

STRATEGIC CUSTOMER SERVICE



Customer care and measurement consultant John Goodman shows companies how to leverage the incredible power of customer service to become profitable word-of-mouth machines that experience long-term loyalty and success. Drawing on over thirty years of research for companies such as 3M, American Express, Chick-fil-A, USAA, Coca-Cola, FedEx, GE, Cisco Systems, Neiman Marcus, and Toyota, his strategic book challenges conventional business wisdom and teaches readers how to: calculate the financial impact of good and bad customer service; make the financial case for customer service improvements; systematically identify the causes of problems; align customer service with their brand; and harness customer service strategy into their organization's culture and behavior.

UNLEASHING EXCELLENCE

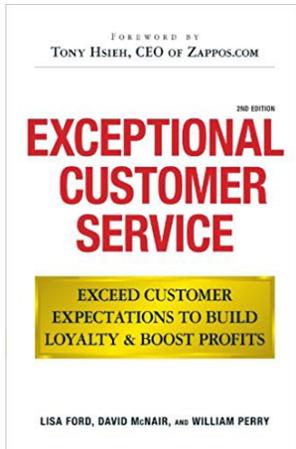


Unleashing Excellence gives you practical tools and step-by-step guidance tailored to your company's individual customer service needs. It shows you how to navigate your teams through every step of the implementation process to achieve true customer service excellence. The book covers the training and education of your group, how to measure the quality of your service, how to build a culture of personal accountability, and how to recognize excellence and reward it. Fully revised to include updated information on the latest tools and best practices, as well as the stories and lessons learned from those organizations that have used the process described in the book.

- Offers proven best practices for designing and implementing an excellent customer service culture
- Simple format divides content into nine “leadership actions” that guide you through a step-by-step process
- Shows you how to build a common customer service vision for your entire organization

Customer service is vital to the survival of your business. If you want to move your organization's customer service practices from good to great, Unleashing Excellence is the key.

EXCEPTIONAL CUSTOMER SERVICE



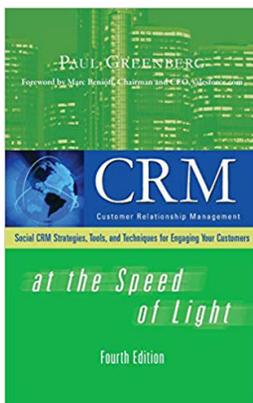
When the going's tough, companies that survive will be those that build the greatest loyalty—by exceeding expectations. Yet, too often, companies ignore their customers' needs and wants. Today, industries like airlines, retail businesses, and restaurants are feeling consumer pushback.

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.

CRM AT THE SPEED OF LIGHT

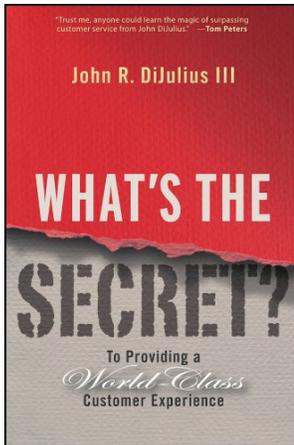


Written by CRM guru Paul Greenberg, *CRM at the Speed of Light*, Fourth Edition, reveals best practices for a successful Social CRM implementation. Greenberg explains how this new paradigm involves the customer in a synergetic discussion to provide mutually beneficial value in a trusted and transparent business environment.

Throughout this definitive volume, you'll find examples of the new strategies for customer engagement and collaboration being used by cutting-edge companies, along with expert guidance on how your organization can and should adopt these innovations.

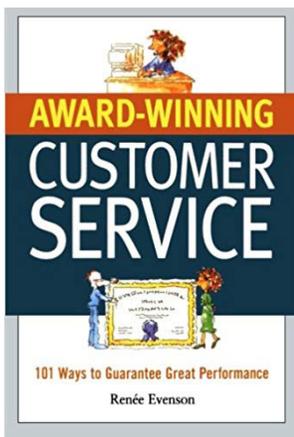
CRM at the Speed of Light, Fourth Edition, reviews the latest technological developments in the operational side of CRM, including vertical applications, and explains the fundamentals of the multifaceted CRM framework.

WHAT'S THE SECRET



What's the Secret? gives you an inside look at the world-class customer service strategies at some of today's best companies. You'll learn how companies like Disney, Nordstrom, and The Ritz-Carlton get 50,000 employees to deliver world-class customer service on a consistent basis- and how your company can too. Packed with insider knowledge and a wealth of proven best practices, author John DiJulius will show you how your company can emulate the world's best customer service providers.

AWARD WINNING CUSTOMER SERVICE

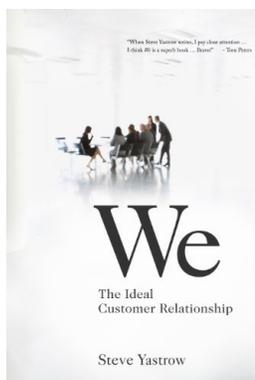


Award-Winning Customer Service offers scores of quick tips for readers looking to improve and then maintain their company's level of customer service. The book is chock full of practical advice on important topics such as:

- planning and goal setting
- effective communication
- preparing for change
- coaching and development
- motivational and problem-solving meetings
- and more

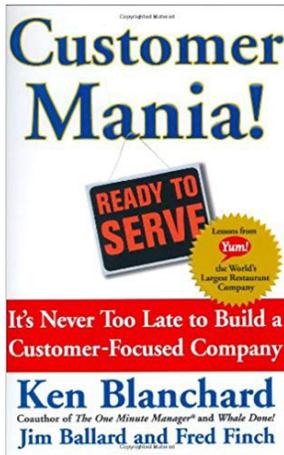
Containing 101 effective tips in all, unique “When this happens, try this” sections, and encouraging quotes, this is an essential reference for anyone who needs guidance or just a refresher on making customers feel truly valued.

WE



In this fresh, original book, Steve Yastrow turns conventional sales and marketing on its head by showing what really motivates your customers: A strong relationship with your business. Both a manifesto and how-to guide, We: The Ideal Customer Relationship will change the way you interact with customers. and change the way your customers think about you.

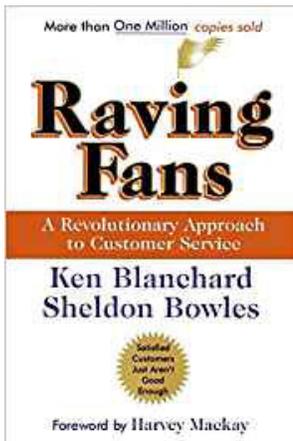
CUSTOMER MANIA



In *Customer Mania!*, Ken Blanchard, one of America's biggest best-selling authors and inspiring business leaders, writes of the key to customer service—creating a people-oriented, performance-driven, customer-first organization.

Customer service is the single most pressing problem for business managers and people in any service or sales operation, especially at the retail level. In fact, many experts believe that you build a business from the customer up. With coauthors Jim Ballard and Fred Finch, Blanchard explains why the customer is the right starting place from which to build a successful business.

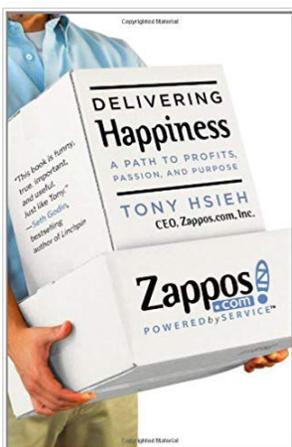
RAVING FANS



Written in the parable style of *The One Minute Manager*, *Raving Fans* uses a brilliantly simple and charming story to teach how to define a vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a constant feature—not just another program of the month.

America is in the midst of a service crisis that has left a wake of disillusioned customers from coast to coast. *Raving Fans* includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace—and turn their customers into raving, spending fans.

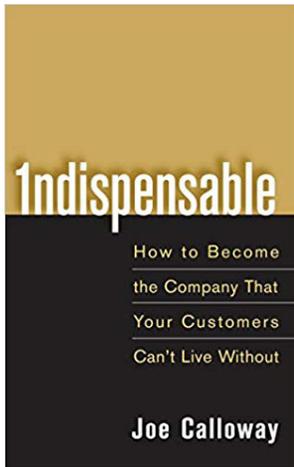
DELIVERING HAPPINESS



in *DELIVERING HAPPINESS*, Zappos CEO Tony Hsieh shares the different lessons he has learned in business and life, from starting a worm farm to running a pizza business, through LinkExchange, Zappos, and more.

Fast-paced and down-to-earth, *DELIVERING HAPPINESS* shows how a very different kind of corporate culture is a powerful model for achieving success—and how by concentrating on the happiness of those around you, you can dramatically increase your own.

INDISPENSABLE

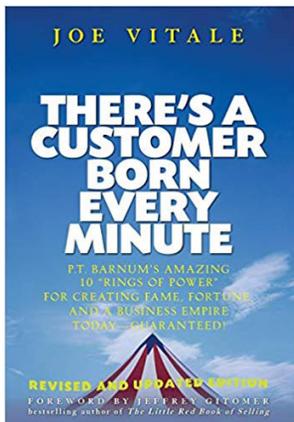


A five-step strategy for turning a commodity into a necessity

When products and services become interchangeable, price becomes the ultimate determinant for consumers. Indispensable shows businesses how to break out of that cycle by using The Five Drivers—a strategy that takes companies to the next level of performance. Renowned business consultant Joe Calloway looks at how real companies have made their product or service “mission critical,” and satisfied customers in the process.

Indispensable goes straight to the heart of the issue and reveals how successful companies—of any size, in virtually any manufacturing, selling, or service endeavor—achieve market leadership through The Five Drivers of fierce customer loyalty

THERE'S A CUSTOMER BORN EVERY MINUTE

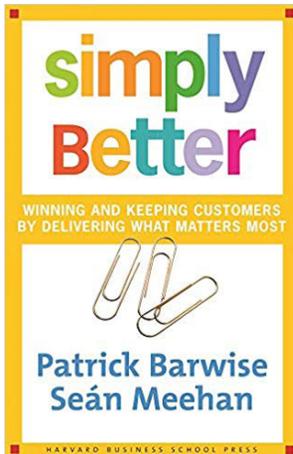


Among his many incarnations, P. T. Barnum always maintained one role: that of the greatest promoter of all time. He added mystery and dazzle to every project he touched, sending the public into a frenzied stampede -- straight through his doors. How did he do it? What business secrets can we learn from him today?

Here is the first book to explore Barnum’s extraordinary genius for making money. It follows his fascinating and wildly varied career as a newspaperman, a politician, an entrepreneur, a promoter, and the founder of both America’s most popular museum and its most famous circus -- revealing the business tactics he employed each step of the way.

As the book shows, it’s not enough just to advertise, or set up an ordinary table at an annual trade show, or hand out pens and coffee cups. These are shown to be the hallmarks of mediocrity, of a business doomed to stagnate -- even fail -- in today’s competitive environment. By following Barnum’s lead, readers will learn to stretch their minds, grow their businesses, line their wallets... and have some fun in the process.

SIMPLY BETTER

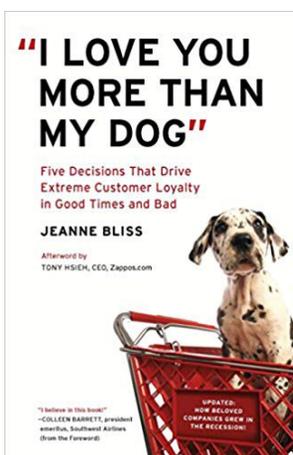


Simply Better is a no-nonsense, back-to-basics manifesto for today's businesses. Barwise and Meehan argue that successful differentiation lies not in unique selling propositions, but in generic category benefits, such as good service, on-time delivery, and quality products, that any company can provide. The key is to deliver these consistently better than competitors. Illustrating this customer-focused differentiation through vivid examples of companies, Simply Better outlines an actionable framework managers can use to:

- Understand what customers really value and why they buy the brands they do
- Discover basic, unmet needs ripe for reliable solutions
- Channel customer dissatisfaction into performance improvements
- Balance in-the-box thinking in strategy and innovation with out-of-the-box thinking in advertising and communications
- Create a learning culture that continuously responds to changing customer needs

While being unique might be exciting and appealing, it doesn't drive business success. Simply Better shows how meeting and exceeding the most ordinary of customer expectations can lead to extraordinary—and lasting—rewards.

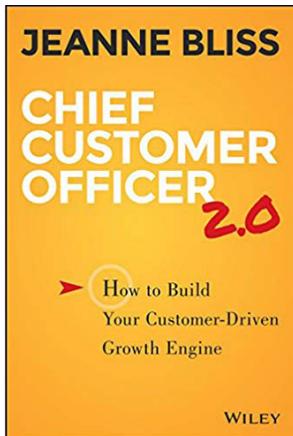
I LOVE YOU MORE THAN MY DOG



Lots of businesses are respected, but only an elite few have passionate, loyal, vocal fans. The kind of customers who not only come back time and time again, but rave to friends, family, and even strangers. The kind who can drive explosive growth via e-mail, blogs, Facebook, and Twitter. Jeanne Bliss is an expert on what it takes to earn that kind of customer.

Bliss has studied and worked with many beloved companies, from longtime successes like Wegmans and Harley-Davidson to relatively new companies like Zappos and The Container Store. They all make the same five fundamental choices. Their reward: an army of fans who say things like, “I’d marry them if I could,” and “I love you more than my dog!”

CHIEF CUSTOMER OFFICER



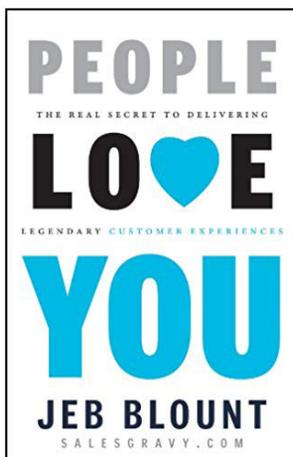
Chief Customer Officer 2.0 will give you a proven framework that has launched and advanced the customer experience transformation in businesses in every vertical around the world.

And it will take years off your learning curve.

Written by Jeanne Bliss, worldwide authority on customer experience, and preeminent thought leader on the role of the Customer Leadership Executive (such as Chief Customer Officer, Vice President of Customer Experience, etc.) this book follows the five-competency model she uses to coach the C-Suite and Chief Customer Officers.

1. Manage and Honor Customers as Assets
2. Align Around Experience
3. Build a Customer Listening Path
4. Proactive Experience Reliability and Innovation
5. One Company Accountability, Leadership & Decision Making

PEOPLE LOVE YOU

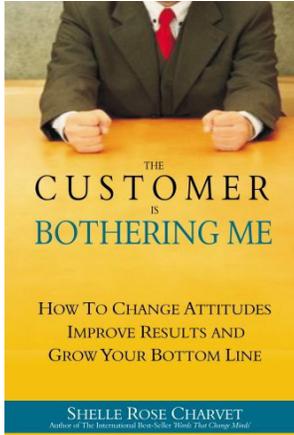


Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries. In People Love You you'll learn the real secrets of customer experience including:

- 7 Essential Principles of Customer Engagement
- 5 Levers for Creating a Legendary Customer Experience
- The Secret to Bridging the Experience Gap
- How to Leverage the Pull Strategy to become a Trusted Advisor
- 2 Most Important Rules for Dealing with Pissed-off Customers

In People Love You, human relationship guru, Jeb Blount, gives you a powerful playbook for interacting with customers in a way that creates deep, enduring, visceral connections that withstand relentless economic and competitive assaults.

THE CUSTOMER IS BOTHERING ME



Your customers pay attention to how you attract and treat them. If you do not understand what truly motivates them, they are likely to get their needs met elsewhere. The “one size fits all” approach has become a sign of disrespect.

If you design customer processes, manage teams who communicate with customers and potential customers, or deal directly with them yourself, you are responsible for what your customers experience, and this book was written for you.

Shelle Rose Charvet is an expert on influencing and persuasion using a tool known as the LAB (Language and Behavior) Profile. She is the author of the international bestseller “Words that Change Minds: Mastering the Language of Influence



ABOUT Laurie

Laurie Hawkins is a curator, catalyst, and connector. She is a certified business success strategist, speaker, radio show host, trainer and leader who drives revenue, results and raving fans along with fulfillment and flow.

Laurie's reputation is built on her unique ability to enable strategy and soul to coexist. She is a thought-leader with the rare ability to both inspire and create actionable strategies.

Before you go...

Are you ready to drive revenue, results and raving fans while enjoying greater fulfillment and flow in your business and life?

Start by diving into one of our customer curated collections...

Now it's time to take the next step in connecting with us. Click an option below to choose your own adventure...

