



Monitoring, Measuring, and Managing Customer Service

By Gary S. Goodman

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Excellent customer service does not come about by accident. It is a learnable set of behaviors that can be monitored, measured, and managed. Drawing from his highly successful seminars and training programs, Gary S. Goodman presents a surefire system for building a first-class customer service department. Goodman identifies the behaviors that constitute top-level service, examines the results that kind of service produces, and shows how to measure it in terms of daily customer satisfaction. He provides managers with specific guidelines for developing, sustaining, and rewarding high levels of service from their customer service reps—with emphasis on telephone contact, the primary link to customers for most companies.

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Editorial Review

Amazon.com Review

People always remember the times they encounter great service, as well as those encounters that aren't especially pleasant. In *Monitoring, Measuring & Managing Customer Service*, Fortune 500 consultant Gary Goodman offers advice for ensuring customers recall the former rather than the latter when they think of your company. "Excellence in customer service doesn't come about accidentally," he writes at the outset. He then outlines the basic ingredients that make it an "everyday experience" over the telephone or in person--factors such as an eagerness to solve problems, delivery of performance or satisfaction guarantees, and presentation of unexpected extras. Goodman spells out specific ways to foster such proactive behavior among your work force, along with practical methods that measure their effectiveness. His tips include explicit suggestions for improving communication (i.e., have voice tones crest rather than decline, make sure pronunciation is clear, use "active listening" techniques); checking up on employee conduct (through techniques like customer surveys and direct observation, with the pros and cons of each process examined); and gauging the ultimate effectiveness of these efforts (through detailed assessment procedures for employees, team leaders, and managers). --*Howard Rothman*

From the Inside Flap

Improving customer service isn't a matter of finding better customer service reps. As Dr. Gary Goodman states, "We can all provide superior service, time and time again, providing we have fully defined what it is, and we have trained our people to deliver it." In this book Goodman identifies the core behaviors that make up excellent customer service--as defined by the customer--and provides managers with a set of proven tools for promoting and maintaining it, transaction after transaction. Using methods that have been developed and field tested to consistently produce award-winning levels of service at Xerox, Polaroid, DuPont, and other top companies, Goodman shows managers how to train their reps to replicate a well-thought-out and highly productive service routine, in person and over the telephone. Goodman identifies the twenty-four communication factors that promote customer service and presents TEA Measures (Telephone Effectiveness Assessment Measures) to help managers measure telephone effectiveness, call quality, and customer satisfaction. He also introduces SEA Measures (Supervisor Effectiveness Assessment Measures) to help companies evaluate the effectiveness of their team leaders, supervisors, and customer service managers. Goodman examines a wealth of real-life episodes of first-class service to illustrate what happened and show how each event can be repeated. He identifies the specific benefits that good service personnel provide and how those benefits translate into lasting customer loyalty. And he gives managers explicit criteria for measuring success and for recruiting, motivating, and retaining quality customer service personnel. With a focus on the management and organizational issues that make good customer service possible, *Monitoring, Measuring, and Managing Customer Service* helps companies with a corporate commitment to excellent customer service develop first-class customer service departments.

From the Back Cover

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Edward Apodaca:

In this period globalization it is important to someone to acquire information. The information will make professionals understand the condition of the world. The health of the world makes the information quicker to share. You can find a lot of sources to get information example: internet, magazine, book, and soon. You can view that now, a lot of publisher that print many kinds of book. The book that recommended for your requirements is *Monitoring, Measuring, and Managing Customer Service* this book consist a lot of the information on the condition of this world now. This specific book was represented just how can the world has grown up. The dialect styles that writer make usage of to explain it is easy to understand. The writer made some study when he makes this book. Honestly, that is why this book appropriate all of you.

Lucille Roller:

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