

# Scarica Libri 501 Ways to Roll Out the Red Carpet for Your Customers gratis Di Donna Cutting (PDF - ePub - Mobi)



It's no secret that companies that deliver one-of-a-kind experiences for their customers create raving fans that return, refer, and clamor for more. As a leader in your organization, you are charged with coming up with unique and exciting ideas for rolling out the red carpet for your customers. But given your other responsibilities, where can you find the time to do so?

*501 Ways to Roll Out the Red Carpet for Your Customers* is power-packed with proven, ready-to-implement action ideas to enhance your customers' experience. You'll find examples from a variety of fields, from healthcare, banking, and entertainment to small business, retail, and entrepreneurial ventures.

*501 Ways to Roll Out the Red Carpet for Your Customers* will give you helpful tips to:

- Make "red-carpet service" a first and lasting impression.
- Get your team "red-carpet ready."
- Inspire positive word-of-mouth by delivering wow.
- Handle service recovery with style.
- Employ creative marketing ideas and social media savvy.

Using the plethora of tips, tricks, and techniques in *501 Ways to Roll Out the Red Carpet for Your Customers*, you don't have to reinvent the customer-service wheel—just roll out the red carpet!

"This is more than a book, it is a continuous resource for anyone who wants to take their customer service to the highest level possible. Donna draws on her extensive experience working with companies to create red carpet service. This book belongs on the desk of every leader and in the mind of anyone who impacts customer loyalty."

—Barry Banther, best-selling author of *A Leader's Gift*

"Customer service is everyone's job. It's not a department. It's a philosophy. This outstanding book provides anyone, in any job, in any size company ideas to help you deliver first rate customer service, build customer confidence and keep your customers AMAZED!"

—Shep Hyken, *New York Times* best-selling author of *Amaze Every Customer Every Time*

"I LOVE this book! If your organization needs a new burst of energy to re-ignite everyone's commitment to service, this is the book for you. Donna has shared myriads of simple, practical, immediately actionable ideas from nearly every possible industry to delight both customers and employees. So, my advice—buy a copy for everyone and let the new show (Act Two!) begin!"

—Barbara A. Glanz, Hall of Fame Speaker and author of *The Simple Truths of Service*

**Donna Cutting** is the founder and CEO of Red-Carpet Learning Systems, Inc., a consulting firm that provides tools and training to help leaders engage their teams to deliver world-class customer service. She's a popular keynote speaker, and her experience as an actress clearly informs her high-energy, theatrical, and comedic speaking style. She is the author of *The Celebrity Experience: Insider Secrets to Delivering Red-Carpet Customer Service* (Wiley, 2008). As a speaker and consultant she works with a wide variety of clients, including those in healthcare, senior living, entertainment, retail, financial services, pharmaceuticals, and others. Donna happily lives in Asheville, North Carolina, with her husband, Jim, and their two dogs, Moxie and Tonks.

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