

101 Activities for Delivering Knock Your Socks Off Service (Knock Your Socks Off Series)

By Performance Research Associates, Ann Thomas, Jill Applegate

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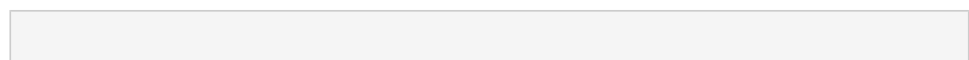
101 Activities for Delivering Knock Your Socks Off Service (Knock Your Socks Off Series) By Performance Research Associates, Ann Thomas, Jill Applegate

Today's customers are demanding service that is faster, better, and more personalized than ever before. How can organizations ensure that they are prepared to meet that challenge? The latest addition to the best-selling *Knock Your Socks Off Service*(R) series, *101 Activities for Delivering Knock Your Socks Off Service* provides readers with the practical tools and cost-effective training required to help meet their customers' needs.

Taking the unique position of seeing things from the customer's perspective, this collection of fun and enlightening exercises teaches customer service managers and employees valuable ways to help their organizations provide world-class service, and helps them create an action plan for improvement. Written in the same accessible and humorous style that made *Delivering Knock Your Socks Off Service* so popular, this companion guide covers such topics as:

- how to say no
- empathy vs. sympathy
- service recovery
- listening
- email
- telephone skills
- customers from hell
- winning words and soothing phrases
- anticipating customer needs
- building reliability
- customer feedback
- keeping a stress log
- and more

These simple but effective activities take only minutes, but deliver truly powerful, lasting results.



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Taking exceptional care of the customers who keep you in business has never been more important. And now the team behind the best-selling *Knock Your Socks Off Service*® series makes building outstanding customer service skills and attitudes both easy and fun with *101 Activities for Delivering Knock Your Socks Off Service*.

Inside you'll find role-plays, word games, brainstorming exercises, secret shopping trips, and more to help your team learn by doing and sharing. Most of the activities take 30 minutes or less—quick enough to liven up any brown-bag lunch seminar or routine staff meeting. While working and laughing with your team, you'll all get a chance to see things from the customer's perspective...and create an action plan for service improvement. In the process you'll quickly grasp core service principles and feel comfortable handling real-world service challenges such as:

- Making only promises you can keep
- Treating customers with empathy, not sympathy
- Really listening to and learning from customer feedback
- Knowing when it's all right and pays off to say "I'm sorry"
- Calming obnoxious customers and coping with on-the-job stress

Giving you the practical tools you need to wow your customers, these simple but powerful activities will help all front-line service professionals deliver consistently excellent results.

Praise for The Original *Delivering Knock Your Socks Off Service*:

"*Delivering Knock Your Socks Off Service* is written in a witty, engaging style, and offers real tactics any service provider can use. Once you've read this book, pass it on to your employees." — *Entrepreneur*

"Leave it to crafty Ron Zemke to find a niche that still needs filling. Yes, management books on customer service are indeed a glut on the market, but what about a book for the poor front-line grunts who actually have to serve those customers Enter *Delivering Knock Your Socks Off Service*." — *Training*

"They attack the issue with missionary zeal and, instead of pronouncing the 'thou shalt' type of commandments, offer practical how-to-fix-it advice and render outstanding service tips." — *ALA Booklist*

Performance Research Associates, Inc., is a consulting firm specializing in creating a customer-driven culture. Carrying on the legacy of the late service legend Ron Zemke, PRA principals Ann Thomas and Jill Applegate are part of a team that has authored more than 40 books and thousands of articles, as well as developed numerous seminars and organizational assessment instruments. The firm works with companies of all sizes and sectors around the globe, and is headquartered in Minneapolis.

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