



Monitoring, Measuring, and Managing Customer Service

By Gary S. Goodman

Download now

Read Online ➔

Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman

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.

 [Download Monitoring, Measuring, and Managing Customer Servi ...pdf](#)

 [Read Online Monitoring, Measuring, and Managing Customer Ser ...pdf](#)

Monitoring, Measuring, and Managing Customer Service

By Gary S. Goodman

Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman

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.

Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman Bibliography

- Sales Rank: #3042197 in eBooks
- Published on: 2007-12-10
- Released on: 2007-12-10
- Format: Kindle eBook



[Download Monitoring, Measuring, and Managing Customer Servi ...pdf](#)



[Read Online Monitoring, Measuring, and Managing Customer Ser ...pdf](#)

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

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 TEAMeasures (Telephone Effectiveness Assessment Measures) to help managers measure telephone effectiveness, call quality, and customer satisfaction. He also introduces SEAMeasures (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.

Users Review

From reader reviews:

Jose Anderson:

Do you have favorite book? If you have, what is your favorite's book? Publication is very important thing for us to be aware of everything in the world. Each guide has different aim as well as goal; it means that guide has different type. Some people really feel enjoy to spend their time to read a book. They are really reading whatever they get because their hobby is actually reading a book. Why not the person who don't like studying a book? Sometime, particular person feel need book whenever they found difficult problem or exercise. Well, probably you will require this Monitoring, Measuring, and Managing Customer Service.

Fabiola Stewart:

Hey guys, do you would like to finds a new book to see? May be the book with the subject Monitoring, Measuring, and Managing Customer Service suitable to you? Typically the book was written by well known writer in this era. The actual book untitled Monitoring, Measuring, and Managing Customer Service is a single of several books which everyone read now. This book was inspired lots of people in the world. When you read this reserve you will enter the new shape that you ever know prior to. The author explained their plan in the simple way, thus all of people can easily to understand the core of this publication. This book will give you a lots of information about this world now. So that you can see the represented of the world within this book.

William Troutt:

The reserve untitled Monitoring, Measuring, and Managing Customer Service is the reserve that recommended to you you just read. You can see the quality of the e-book content that will be shown to you actually. The language that writer use to explained their way of doing something is easily to understand. The writer was did a lot of investigation when write the book, therefore the information that they share for you is absolutely accurate. You also will get the e-book of Monitoring, Measuring, and Managing Customer Service from the publisher to make you a lot more enjoy free time.

Wendy Hartnett:

Your reading 6th sense will not betray a person, why because this Monitoring, Measuring, and Managing Customer Service guide written by well-known writer we are excited for well how to make book that could be understand by anyone who else read the book. Written throughout good manner for you, still dripping wet every ideas and producing skill only for eliminate your hunger then you still uncertainty Monitoring, Measuring, and Managing Customer Service as good book not only by the cover but also by the content. This is one publication that can break don't assess book by its cover, so do you still needing another sixth sense to pick this particular!? Oh come on your studying sixth sense already told you so why you have to listening to yet another sixth sense.

Download and Read Online Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman #SMLVKPXW1ZI

Read Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman for online ebook

Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman books to read online.

Online Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman ebook PDF download

Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman Doc

Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman Mobipocket

Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman EPub

SMLVKPXW1ZI: Monitoring, Measuring, and Managing Customer Service By Gary S. Goodman