5-Star Customer Service: In Pursuit of Service Hospitality Excellence



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Reviews

This is actually the best ebook we have read till now. Indeed, it can be enjoy, nevertheless an interesting and amazing literature. You will not feel monotony at whenever you want of the time (that's what catalogs are for regarding should you question me).

(Jamar Stracke)

5-STAR CUSTOMER SERVICE: IN PURSUIT OF SERVICE HOSPITALITY EXCELLENCE



Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.To provide your customers with 5-Star Customer Service means you must be able to: 1.Make Service Excellence a key part of your Strategy and reflect it through senior management commitment and resource allocation. 2.Enhance the components that promote Service Excellence as a Culture, at individual, departmental and group levels. 3. Reduce or eliminate the components that limit or hinder your chances to practice a Culture of Service Excellence. 4. Have in place policies, systems and processes that enable you to constantly identify and cover the gaps between your prevailing Customer Service quality and your Desired Service Excellence Culture, e a combination of initiatives and approaches, individually and corporately, in the context of your organisation or work responsibilities, to customize and apply the 5 Pillars of the 5-Star Customer Service Framework, namely: a.Knowledge Skills required to provide excellent (5-Star) customer service. b.Effective Communication Skills (Intrapersonal and Interpersonal) c.Attitude and The Personal Brand - a Personal Responsibility In Delivering Excellence (PRIDE) d.Policies, Systems, Processes and Standards (PSPS) - Systematising Excellence in Service provision. e.Customer Relationship Management and Team Dynamics. 6.Understand that a 5-Star rating is a Measure and Mark of Excellence and it takes se-rious commitment to attain and sustain. In writing this book and structuring it the way it has been, my objectives included the following: 1.To inspire professionals in all economic sectors, by exposing them to what some of the best in Customer Service and Customer Relationship Management are doing. 2.To provide university and professional students with an experience-based Customer Service CRM reference resource, 3.To avail organisations with an essential corporate library resource, and 4.To provide a comprehensive reference text for our 5-Star Services training workshops across economic sectors in...

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