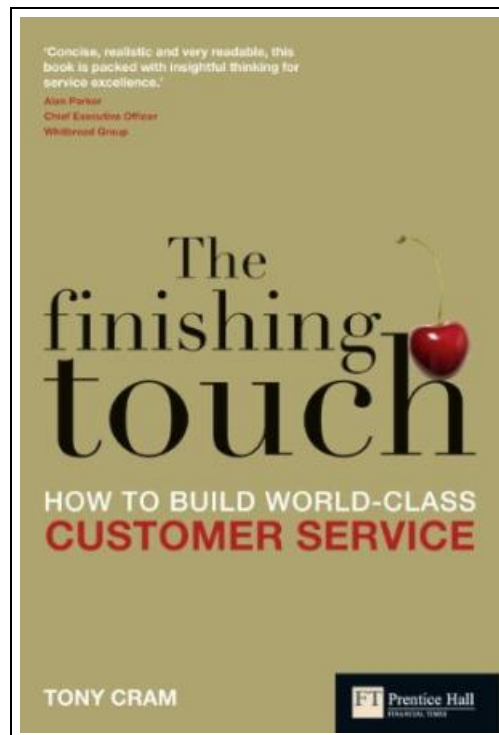


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Pearson Education Limited, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book. Concise, realistic and very readable, this book is packed with insightful thinking for service excellence Alan ParkerChief Executive OfficerWhitbread Group Â Brilliantly simple premise Â that a winning service approach lies in a Â rising upward trajectoryÂ culminating in a brilliant finish Â dissected into eight very practical steps that anyone can use. As the owner of a service brand myself, IÂ ll be starting on Monday.Â Adam Morgan, Founder, eatbigfish Rich with practical, real life solutions . Dean Finch Group Chief Executive National Express Â A thought provoking practical drama for anyone who is passionate about excelling at customer service and driving business performance.Â Mike Holliday-WilliamsManaging DirectorRSA UK Personal Insurance An excellent primer about how to improve services for the public. Dame Sally C DaviesDirector General of Research and DevelopmentDepartment of Health To win and keep customers you have to do more than just meet their expectations - you have to surpass them. The Finishing Touch will show you how to make a good customer experience great by building up to an impressive finish that every customer will remember. Using real-life examples, practical advice and tailored information for your industry at the end of each chapter, Tony Cram will show you how to make your customers feel positive about your business, bring them back to buy more and inspire them to promote your business to others.Deliver amazing service that will get your business noticed and make sure your customers come back from more The Finishing Touchwill show you how to:Make an excellent first impression Manage customer expectations Build a trusting relationship with your customers Handle queues and bad news Make every customer feel valued Generate long-term interest through innovation Recover from mistakes Leave your...



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