



Customer Astonishment: 10 Secrets to World-Class Customer Care

By Darby Checketts

Robert D. Reed Publishers. Paperback. Book Condition: new. BRAND NEW, Customer Astonishment: 10 Secrets to World-Class Customer Care, Darby Checketts, Great customer relationships make the world go around. Customers give us the opportunity to apply our talents to serve them. Then, they transfer money from their bank accounts to ours so that we have the financial leverage to meet our goals. This simple, everyday economic interdependence is what business success, professional accountability, and personal prosperity are all about. In today's competitive world, a satisfied customer is no longer enough. A satisfied customer is still shopping around until you provide that WOW experience and make that WOW connection that creates customer loyalty. To do so, you must move beyond mere customer service to the new world of Customer Astonishment. To astonish is 'to strike with awe and wonder'. Darby Checketts has spent the past 14 years preparing to show you how. You will learn the principles and methods to make these secrets work for you and your team. This book explores colourful customer situations illustrating the 'Power of WOW', which is needed to positively astonish those who depend on you. In turn, you will achieve your goals and prosper. The book...



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