

Legendary service : the key is to care

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Abstrak

"The only book you need to raise customer service to a world-class level--from bestselling author and leadership guru Ken Blanchard Written as an entertaining customer-service "parable," I Care--Do You? offers an easy-to-implement model based on the importance of caring for both internal and external customers. Ideal for both managers seeking to raise the level of their employees, as well as self-driven customer service professionals, this powerful guide combines practical advice with the rationale behind it to increase customer loyalty through sincere customer care. Ken Blanchard is Chief Spiritual Officer of The Ken Blanchard Companies, a global management training and consulting firm he cofounded in 1979. Victoria Halsey is Vice President of Applied Learning for The Ken Blanchard Companies. Kathy Cuff is a Senior Consulting Partner for The Ken Blanchard Companies"-