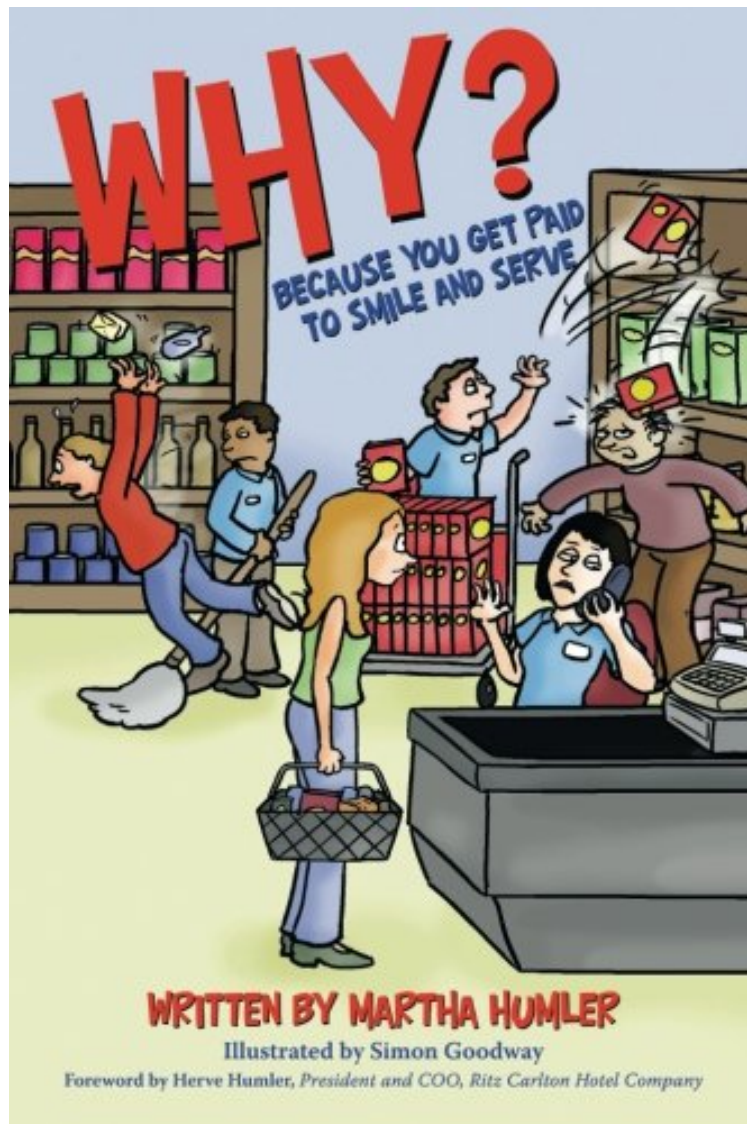


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Why?

Martha Humler

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#762419 in Books Ingramcontent 2016-11-04 2016-11-04Original language:English 9.00 x .43 x 6.00l, #File Name: 1480838349170 pagesWhy Because You Get Paid to Smile and Serve | File size: 57.Mb

Martha Humler : Why? before purchasing it in order to gage whether or not it would be worth my time, and all praised Why?:

1 of 1 people found the following review helpful. Will enjoyably and permanently change the way you think about customer serviceBy MoiI write customer service books for a living, but I've never written one like this. Humorous, heartfelt, bite-sized chunks with the author's unique (and I mean that as a compliment) viewpoint throughout. This book is a quick read, but don't let that fool you. The lessons within will have a long, useful life in the way you think about customer service from that point onward. --Micah Solomon0 of 1 people found the following review helpful.

Not an inspiration to meBy MaryThis book relates numerous stories of mediocre-to-poor service by retail clerks, repairmen, government service workers, etc. Whether the author is targeting the low-level employees described in the book or their managers, this humorous rant may inspire some to see themselves and their own failings. However, there are few examples of how to provide the exemplary service the author seeks and I wish the book provided a balance of positive examples. Personally, I'm inspired daily by memories of the many wonderful people who have gone out of their way for me or just brightened my day with a kind word or a smile.0 of 1 people found the following review helpful. Poor service seems to be epidemic but do we speak ...By B CapenFinally! A book we all relate to. Poor service seems to be epidemic but do we speak up and demand better or just keep our mouths shut? With helpful hints and humor, Martha Humler is helping me grow a backbone and demand better service. Watch out world!

"Why? is filled with relatable rants about a subject Martha Humler knows well: customer service. My wish is one day stories like these will be few and far between--but in the meantime, I hope Martha's book gives you a giggle." --Ken Blanchard, coauthor of *The One Minute Manager*(R), *Legendary Service*, and *Raving Fans* "Martha's stories are a lighthouse of actionable insights for service professionals that are swimming in a sea of mediocrity." --Dr. John Timmerman, Chief Scientist, Customer Experience Innovation, Gallup We're all consumers, which means we've all been frustrated by poor customer service. Martha Humler, who spent her career in retail and advertising and is married to one of the kings of customer service--an executive with the Ritz-Carlton Hotel Co.--shares her frustrations about mediocre customer service in a series of vignettes. Along the way, she delivers common-sense tips and strategies that managers, leaders, and companies can use to cultivate a culture that revolves around customer service. In fact, this is one book business owners should provide to all staff. Topics include: - self-checkouts and why they might not be the best way to slash costs; - ways to keep delivering service after the sale; - providing small amenities--like bread at restaurants--that build goodwill; and - ways consumers can speak up to demand better customer service. If you've ever left a drive-through window only to discover missing items, received items from an online purchase that look nothing like what you ordered or are tired of long-winded answering messages with dozens of prompts, then you'll laugh out loud at these relatable rants.