



Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary

Steve Curtin

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Great customer service is rare. In fact, one survey found that while 80 percent of companies described themselves as delivering “superior” service, consumers estimated the number at a mere 8 percent. The problem, according to service expert Steve Curtin, is actually quite simple. When asked what their work entails, most employees list the duties and tasks associated with their position. Very few refer to the true essence of their job, which should be their highest priority—to create delighted customers who will be less price sensitive, have higher repurchase rates, and enthusiastically recommend the company or brand to others. Without this customer focus, all that exists is a transaction—and transactional service does not make a lasting positive impression or inspire loyalty. In *Delight Your Customers*, Curtin reveals three elements common to all exceptional service experiences. He also makes a compelling case that attention needs to shift from monitoring service activities to modeling, recognizing, and reinforcing the behaviors that actually create happy customers, such as expressing genuine interest, offering sincere compliments, sharing unique knowledge, conveying authentic enthusiasm, providing pleasant surprises, and delivering service heroics when needed. Illustrated with real-world stories and examples, this refreshing guide helps readers everywhere take their customer service from ordinary to extraordinary.

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