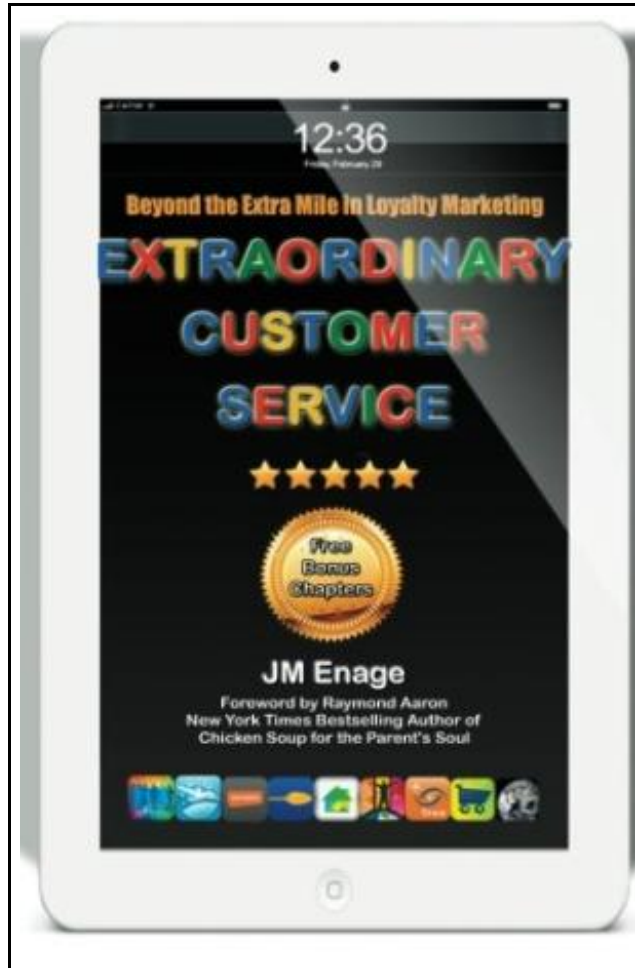


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Beyondtheextramile.com, United States, 2012. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.The Extraordinary Customer Service is a book loyalty marketing at the front lines. It is about the journey of transformation for both the customer service delivery agent as well as the customer. It is about going the extra mile for the customer. It is about creating an extraordinary experience that will WOW a customer to the point of creating a customer for life. It is about transforming the ordinary into extraordinary. The Extraordinary Customer Service principles are brought alive with stories about agents in retail, call centers, and a wide spectrum of professional service fields. It is a book born out of this milieu where the customer service is ordinary but customer loyalty is paramount. It is transformational versus transactional . It is personal versus impersonal. The book deals with the cycle of transformation from the individual to the institution to the customer and back. The key to this successful journey is the Hero Selfless Mindset that treats every customer as human being - and being human by delivering service with respect, compassion, understanding and love.



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