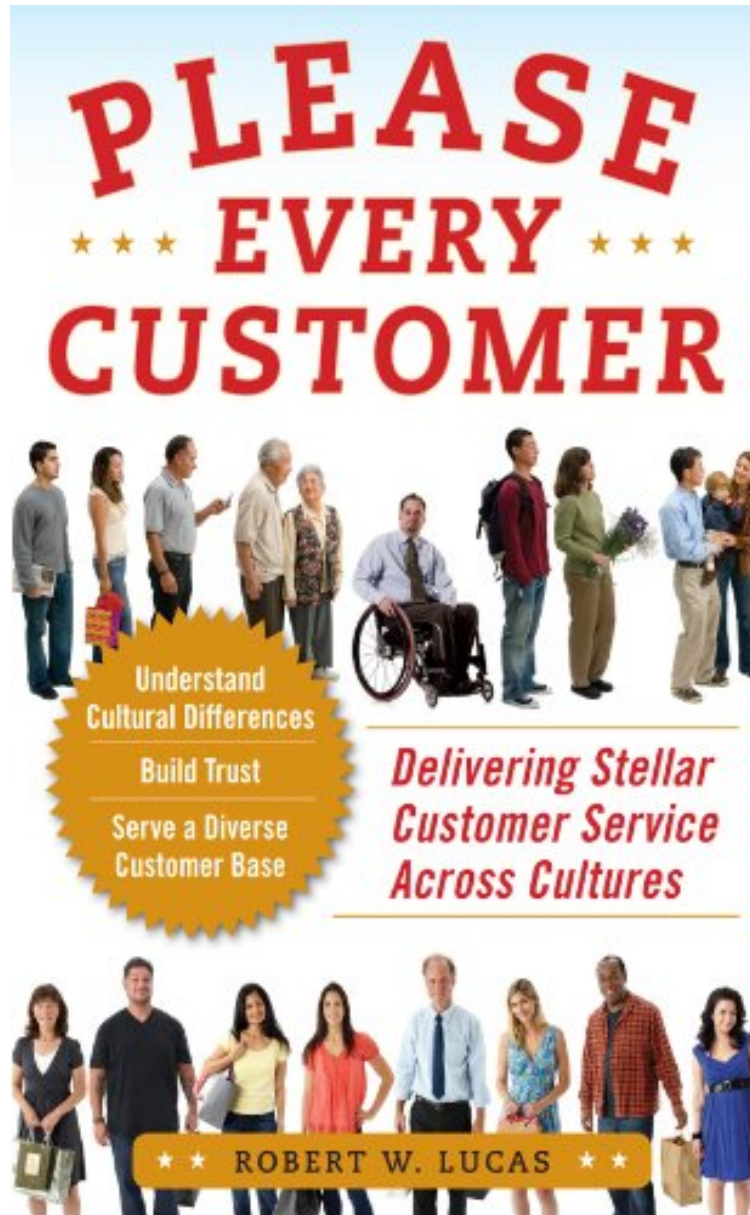


Please Every Customer: Delivering Stellar Customer Service Across Cultures

Robert W. Lucas

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0 of 0 people found the following review helpful. Great InsightBy MillerPlease Every Customer is a great resource for

people working in the customer service field! Lots of intelligent, easy to follow steps on how to better your organization's methods for pleasing and retaining customers. It can truly teach people how to communicate with and accommodate the needs of others. 0 of 0 people found the following review helpful. great, By Fayit is a very useful tool, very fast, receive it next day. OK good product . For the affordable price, has a fine sharpness and durability to it!

Deliver Valuable Service to a New World of Customers As the economy globalizes, customers are becoming more and more diverse making your job harder than ever. Regardless of differences in values, age, abilities, and other factors, the pressure is on to deliver exceptional customer service every step of the way. Help is here. *Please Every Customer* provides key information about how people of different cultures and groups communicate, view relationships, and value time; so you can provide the best service for each of your customer's needs and expectations. Whatever the nationality, age, or gender of your customer, *Please Every Customer* gives you the tools to: Overcome differences in language Recognize and accommodate customer needs Make positive first impressions Avoid stereotypes Gain trust Listen "actively" Identify crucial nonverbal cues The age-old customer-service maxim "the customer is always right" isn't enough anymore. Use *Please Every Customer* as your road map to navigate the new world of customer service.

From the Author As the character Dorothy said to her dog Toto following the fantastic, rapid transfer from her world to one totally foreign to her in the classic film *The Wizard of Oz*, "I've a feeling that we're not in Kansas anymore." That is the way that most customer service and business professionals who have been in the workforce for any period of time are likely feeling these days. Things are changing so fast that before they can adapt to any type of status quo, the world around them has morphed into something different again. Demographics, work processes, technology, social values, customer needs and wants, career opportunities, and just about everything with which they come into contact looks different today than it did only a short time ago. And, every one of these shifting factors has a direct impact on service providers, their employers and the customers that they serve. Not only do today's service providers have to be concerned with job knowledge, skills and professional standards, but they also have to be cognizant of the values, beliefs, social mores, expectations, needs and preferences of customers. All of this lends itself to a need for a higher level of training and self-development. Even so, many organizations do not invest large sums of money in customer service training and often view such training as "fluff" or nice-to-have but not necessary. In many instances managers see customer service training as not contributing to the bottom line and therefore relegate it to a lower priority, especially in an economy where training dollars are tight. The front-line employee and their direct supervisor(s) are the backbone of any organization and the people with whom customers have contact. They are the "face" of the organization. These professionals can make or break a company and need all the knowledge and skills they can get in order to provide stellar customer service. Ultimately, the responsibility for education and garnering new and necessary knowledge and skills that allows for effective service delivery rests on the individual service provider. That is why I have written *Please Every Customer: Delivering Stellar Customer Service Across Cultures*. By using the information provided in this book, you can effectively prevent your customers from defecting to your competition.

From the Back Cover *Deliver Valuable Service to a New World of Customers*. As the economy globalizes, customers are becoming more and more diverse making your job harder than ever. Regardless of differences in values, age, abilities, and other factors, the pressure is on to deliver exceptional customer service every step of the way. Help is here. *Please Every Customer* provides key information about how people of different cultures and groups communicate, view relationships, and value time so you can provide the best service for each of your customer's needs and expectations. Whatever the nationality, age, or gender of your customer, *Please Every Customer* gives you the tools to: Overcome differences in language Recognize and accommodate customer needs Make positive first impressions Avoid stereotypes Gain trust Listen "actively" Identify crucial nonverbal cues The age-old customer-service maxim "the customer is always right" isn't enough anymore. Use *Please Every Customer* as your road map to navigate the new world of customer service.

About the Author Bob Lucas is an internationally-known award-winning author and learning and performance expert who specializes in workplace performance-based training and consulting services. He has over four decades of experience in human resources development, management and customer service in a variety of organizational environments and was the 1995 and 2011 President of the Central Florida Chapter of the Association for Talent Development (CFC-ASTD). Bob has lived, traveled and worked in twenty-nine different countries and geographic areas. His life experiences give him a real-world perspective on the application of theory he has studied and used. In addition to having the top-selling customer service textbook in the United States, Bob has written and contributed to thirty-six other books, training video leader's guides and book compilations. He has shared his knowledge on a variety of workplace learning topics, such as creative training and management program development, train-the-trainer, customer service, presentation skills, interpersonal communication, adult learning, diversity, team building, and employee and organizational development with workplace professionals from hundreds of national and international organizations. He also taught training and development, diversity and

interpersonal/organizational communication at the Master's level for almost two decades while at Webster University