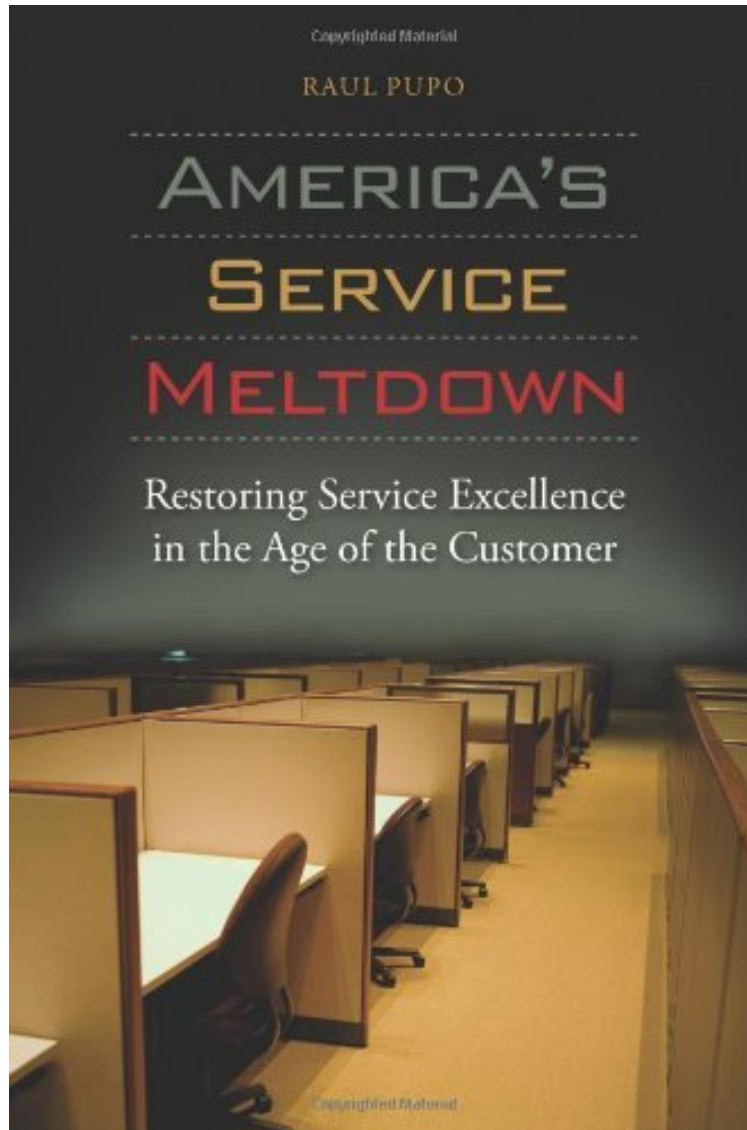


# America's Service Meltdown: Restoring Service Excellence in the Age of the Customer

*Raul Pupo*

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**Raul Pupo : America's Service Meltdown: Restoring Service Excellence in the Age of the Customer** before purchasing it in order to gage whether or not it would be worth my time, and all praised America's Service Meltdown: Restoring Service Excellence in the Age of the Customer:

0 of 0 people found the following review helpful. It is not enough to put it in writing or proclaim it; customer orientation must be embedded into the organization's DNA. By Andreina Siller B With the first decade of the XXI century behind us, it was to be expected for organizations to have already achieved excellence in regards to customer

service, since it seemed to be a must toward the end of the last century. Mr. Pupo's book shows with amazing clarity how far a lot of organizations still are from offering an excellent customer service (the reader will no doubt feel identified with some of the situations presented), highlighting the fact that in order to achieve excellence in this subject, a strong resolve to want to make it happen must be present in the highest levels of an organization. Additionally, this conviction to customer service must be present in the organization's mission statement, objectives and strategies, as well as its policies and operational and management processes, particularly in its human resources, with special emphasis on its frontline workers. NEVERTHELESS, what is most important is for high-level executives and managers to be genuinely convinced about the need to perfect customer orientation and to show it in their day-to-day activities and decision-making. Mr. Pupo's book analyzes the behavior of organizations in terms of being or not customer centered. At the same time, it is warning for the future, in terms of Mr. Pupo, because in this age of the Internet and digital communication, each day that goes by the customer role changes from being someone subdued to becoming a demanding client with higher power. Organizations planning to remain in this global market will have to reconsider their real interest on zeroing in their focus on the customer and, for those organizations, Mr. Pupo's book will no doubt be an excellent starting point.

0 of 0 people found the following review helpful. A thoughtful, pragmatic guide for moving from poor to excellent customer service

By Cogit8tor

America's Service Meltdown: Restoring Service Excellence in the Age of the Customer

Customer service in the United States would have to improve to be merely poor. That's the urgent message of America's Service Meltdown by Raul Pupo. The author is an experienced CEO and entrepreneur who is passionate about service excellence and wants to save organizations from the dire consequences of our country's ever-growing service deficit. Pupo's book explains how service quality got so bad and maps out four critical success factors needed to turn things around and build a self-perpetuating customer-centric service culture. Customer service is not narrowly defined as "what the customer service department does," but is seen as a much broader concept. Customer service permeates every function in the organization from executive leadership, strategic planning, finance, legal, sales, marketing and I.T. to production and human resources.

My key take-away from the book was the strong case it made for the strategic value of focusing organizations on their customers. Focusing on finance and quarterly results leads to myopic, short-term thinking. Focusing on new sales rather than service means high customer attrition and low growth since sales teams have to run as fast as they can just to stay in place. Focusing on products leads to an emphasis on features, not usability. Only focusing on delivering excellent customer service aligns the entire organization around the goals needed for sustained growth and profitability.

If you're an executive or manager who wants a thoughtful, pragmatic guide for moving from poor to excellent service, written by someone who has "been there and done that," America's Service Meltdown is highly recommended.

0 of 0 people found the following review helpful. Impactful and pragmatic look into what drives real business growth!

By Douglas J. Miler

The true mark of success for any business is its long-term sustained growth. A successful enterprise provides financial returns to shareholders, challenging employment opportunities to team members and most importantly a valuable product or service to its customers.

In America's Service Meltdown, Raul Pupo provides key guideposts for today's business leaders to articulate a vision for their organization that puts their customer's front and center. Its message defines a culture that values service to both customers and coworkers as well as an operating philosophy that encourages and rewards front line workers for providing excellent service.

Pupo's book is not a primer or 'how to' instruction manual. Today's executives know that Service Excellence is not a one size fits all for every business. Pupo captures the critical success factors that all organizations need to design into their operating model for long term success.

America's Service Meltdown is a call to action! It's time for America's business leaders to step up to the tough decisions, understand that this quarter's financial results will not guarantee success. Acquiring, retaining and growing customers is the key and Pupo's book helps to unlock the door..

In this book, an entrepreneur and CEO of a major technology company shares original service concepts that will enable any company to keep customers coming back.

- Includes case studies and vivid, firsthand experiences and anecdotes
- Presents chapters modularly organized into subtopics for easy reading

From Booklist

"In a world of skeptical, demanding customers on the one hand and meaningless brand distinctions on the other, a customer-focused supplier can be armed with an unassailable competitive weapon: excellence in service." So states Pupo, successful entrepreneur for more than 30 years, who sets out to explain his critical success factors required for excellence in service, which begin with leadership from the top. The author tells us, "The customer-focused leader must have the moral courage to challenge long-held assumptions, make tough decisions and implement needed reform." Critical factors for success include a business planning process centered around the customer, dedication to service up and down the ranks, and a front-line organization that has decision-making authority and is motivated and knowledgeable. Sadly, in large segments of corporate America, "customer service" has become a meaningless phrase, a public-relations slogan without substance. Pupo offers a thoughtful perspective and first-hand knowledge of how to organize the modern enterprise for delivery of excellent service. Valuable road map for executives and business students. --Mary Whaley "America's Service

Meltdown identifies the problem areas, and then provides great detail on fixing the issues, from leadership, to hiring, providing more power to frontline employees, to accounting, to communication; a broad spectrum of business is considered. . . . There's a lot here to contemplate, and I hope you'll do that with this book as a guide." - 800 CEO Read

"Pupo offers a thoughtful perspective and first-hand knowledge of how to organize the modern enterprise for delivery of excellent service. Valuable road map for executives and business students." - Booklist

"Professors who teach customer service, marketing, and strategic planning courses will find the concepts and strategies presented here helpful in organizing their courses. Pupo's credibility from experience as an entrepreneur and consultant adds to the well-researched, timely information he presents. . . . Recommended. Graduate students, researchers, faculty, and practitioners." - Choice

"Raul's new book is a hard-hitting story of our many failures to put the customer first. Thanks for showing us how to do better." (Rich DeVos, Co-founder of Amway, Owner and Chairman of Orlando Magic NBA Basketball Team)

"Raul Pupo hits upon the central truth of free enterprise ndash; you ultimately succeed only by meeting the needs and wants of other people, by providing a product or service that someone is willing to buy. And that, of course, means service. This seemingly simple insight is the core of great leadership. Those who aspire to be leaders should take Pupo's timely book to heart." (Steve Forbes)

"What distinguishes America's Service Meltdown from countless other books on this subject is its striking originality and applicability to businesses of nearly every type and size. Drawing on his extensive personal and professional experience, Raul Pupo has written a cogent, incisive, and timely description of how to make customer-oriented companies operate more effectively. America's Service Meltdown is so persuasive and valuable that it should be mandatory reading for all executives who want their organization to have that all-important competitive edge." (Simon C. Fireman, Founder, Chairman, and Chief Executive Officer, Aqua-Leisure Industries, Inc. Appointed Director to the Export Import Bank by President Ronald Reagan)