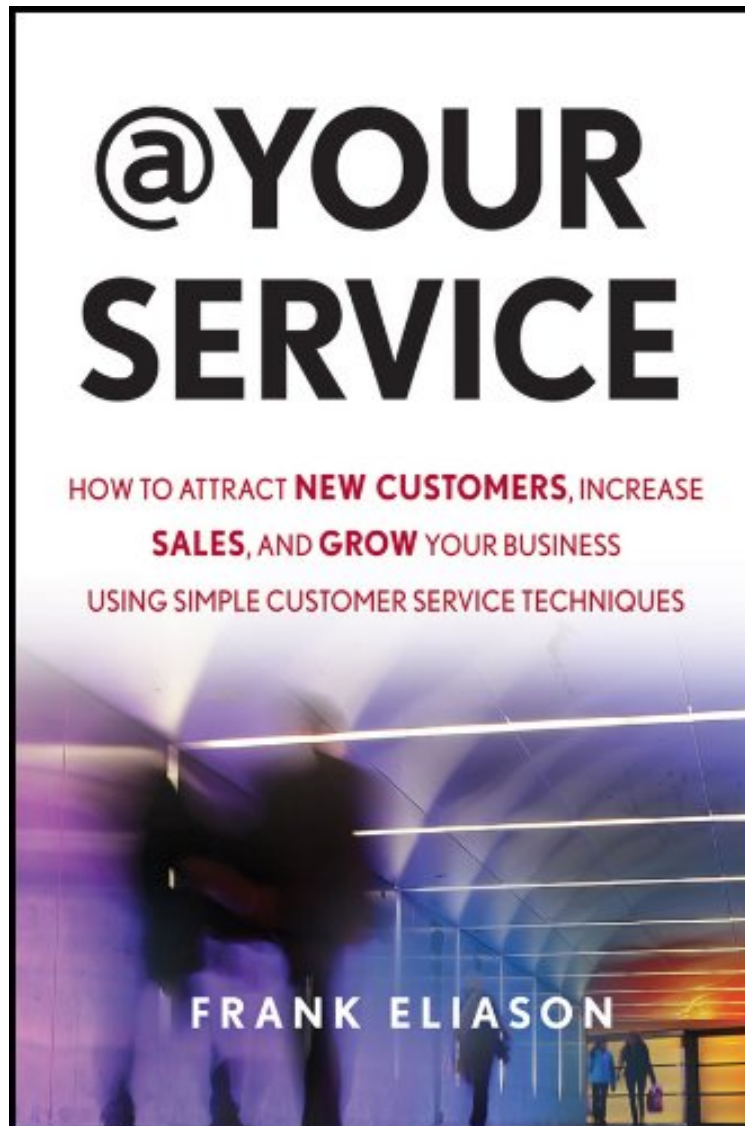


[PDF] At Your Service: How to Attract New Customers, Increase Sales, and Grow Your Business Using Simple Customer Service Techniques

# At Your Service: How to Attract New Customers, Increase Sales, and Grow Your Business Using Simple Customer Service Techniques

*Frank Eliason*

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**Frank Eliason : At Your Service: How to Attract New Customers, Increase Sales, and Grow Your Business Using Simple Customer Service Techniques** before purchasing it in order to gage whether or not it would be worth my time, and all praised At Your Service: How to Attract New Customers, Increase Sales, and Grow Your Business Using Simple Customer Service Techniques:

3 of 3 people found the following review helpful. About Darn TimeBy Michele PriceFrank's book covers an important concept for any business today. @YourService gives you solid advice and examples of why it is important that our next market disruption needs to be around the "Customer." Watching businesses turn over their profits to competitors because their Customer has a new voice they can wield freely and be heard by the majority, has flipped the script on companies. We keep hearing businesses need to adapt, yet many are still standing there asking junior high questions - "What do we do?!" Seriously, if Frank can take one of the most hated companies from a customer service perspective, and find a simple way to redirect that anger the Customer feels, then REALLY solve the issue... is it people are unreasonable as Customers OR is it customer service departments have lost their soul? When will companies get out of their own way? Reading @YourService reinforces a message to any business - Is your company Culture - Customer oriented? There is a human element in everything we do, Frank shows you how to capture that "life" back and gives great stories/examples to help you wrap your brain around creating customer service experiences you want to be tweeted. Read the chapter on "Scalable Intimacy" one of my favorites, which will be your favorite chapter? 0 of 0 people found the following review helpful. Good Read for High Level ManagersBy Lakenvelder MuseIt is okay. I work in the service industry but not in a position to do changes. This book is for more high-level CEO's and managers. I wish they would read it and take the suggestion of allowing even lower level employees to do more. It is silly for a cashier to need a key holder to do a simple one item void or return. 1 of 1 people found the following review helpful. StorytellingBy Rodrigo Garcia CarrilloFrank. Congratulations! Amazing book. I must admit that I read the sample pages (very much of the book) and waited for the kindle version to fill in the gaps. I was eagerly waiting to see this amazing book where you share your experience and above all, your experience as a Customer and not as a manager or as an SVP. You stated that you are only a service guy that has changed the mind of top management through time. You've been patient and that's how the book reflects you. Although I may add that in some parts suddenly you made things happen instead of going through them. But hey, this book is about the Customer being treated as it should and not as a result of a sell and no more. Centering your strategies in the Customer made a lot of sense for those that weren't (aren't) in this new wave of Connected Customer (as Brian Solis would name it) and therefore needed your understanding and expertise in the matter. This book is really intended for all those that are in these key positions on their organizations: Every position, period. From the security guard that gives the good morning to the Customer Representative that attends the Customer with a great attitude to the CEO of the company and the board.

A guide to refocusing your business on those who matter most: customers and employees. Technology and social media tools have made it easier than ever for companies to communicate with consumers. They can listen and join in on conversations, solve problems, get instant feedback about their products and services, and more. So why, then, are most companies not doing this? Instead, it seems as if customer service is at an all time low, and that the few companies who are choosing to focus on their customers are experiencing a great competitive advantage. At Your Service explains the importance of refocusing your business on your customers and your employees, and just how to do it. Explains how to create a culture of empowered employees who understand the value of a great customer experience Advises on the need to communicate that experience to their customers and potential customers Frank Eliason, recognized by BusinessWeek as the 'most famous customer service manager in the US, possibly in the world,' has built a reputation for helping large businesses improve the way they connect with customers and enhance their relationships At Your Service will appeal to leaders, managers, business owners, customer service professionals, and anyone who wants to learn how to add value to their organization.

From the Inside FlapTechnology and social media tools have made it easier than ever for companies to communicate with consumers. They can listen and join in on conversations, solve problems, get instant feedback about their products and services, and more. So why are most companies not doing this? Instead, Customer service appears to be at an all-time low; but that gives the few companies who do choose to focus on Customers a hefty competitive advantage. @YourService explains the importance of refocusing your business on those who matter most: your Customers and your employees. Learn how to create a culture of empowered employees who understand the value of a great Customer experience and inspire trust in your Customers. You'll get detailed, proven guidance that will help you drive change in companies big and small and win in this hyperconnected world. In @YourService, you'll learn: The ways in which your Customers will identify your culture for you, no matter how transparent you are (or aren't) How to create an environment where Customers want to share their story How to identify value no matter where your Customers are talking How to guide passionate employees in the right direction so that they can become excellent ambassadors for your brand Guidelines for building scalable intimacy, where employees or a company create a personal connection to a Customer And much more For leaders, managers, business owners, and Customer service professionals, this handbook to Customer service in the digital age will enable you to add tremendous value to your organization. @YourService will help you identify failures that exist, correct them, and ultimately build the service experience you may already believe your company offers. From the Back CoverPraise for @YourService "Frank understands that one of the cheapest, most effective forms of marketing is called extraordinary customer

service."mdash;Seth Godin, author of We Are All Weird "Eliaison shows you how to enchant your customers by building trust and likability with the small, personal touches. His wisdom is bound to make your business flourish in this new age of fast, free, and ubiquitous social media." mdash;Guy Kawasaki, author of Enchantment and former chief evangelist of Apple "At Zappos, we believe that if we get the culture right, then most of the other stuff, like delivering great customer service or building a long-term enduring brand, will happen naturally on its own. This book shows the clear impact that company culture can have on the customer experience." mdash;Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. "Compelling, personal, and illuminating, @YourService is a delight to read and essential if you have any influence at all on how your own company manages the customer experience!" mdash;Don Peppers and Martha Rogers, PhD, coauthors of Extreme Trust: Honesty as a Competitive Advantage "@YourService talks about what customer service really means in the networked world and helps you get there. It helps you face the changes you need to make in your corporate culture, and how to realize the benefits of superior customer service. There is a lot on the technology required, but the focus is always about how people treat people." mdash;Craig Newmark, Customer Service Rep and founder of craigslistAbout the AuthorFRANK ELIASON has built his career on building relationships with a diverse community of employees, Consumers, Small Business Owners, and Corporate Customers. He has been described as the "most famous Customer service manager in the United States, and possibly the world," as a result of his revolutionary approach to Customer relations while Director of Digital Care at Comcast. After leaving Comcast, Frank joined Citibank as the SVP of Social Media Strategy. His work has been recognized by many news organizations, including ABC News, CNN, Bloomberg TV, the New York Times, and Bloomberg Businessweek. He is also one of the most sought-after thought leaders on social media and Customer experience, and regularly participates in panels and speaking engagements.