

High-Tech, High-Touch Customer Service: Inspire Timeless Loyalty in the Demanding New World of Social Commerce

Micah Solomon

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Micah Solomon : High-Tech, High-Touch Customer Service: Inspire Timeless Loyalty in the Demanding New World of Social Commerce before purchasing it in order to gauge whether or not it would be worth my time, and all praised High-Tech, High-Touch Customer Service: Inspire Timeless Loyalty in the Demanding New World of Social Commerce:

1 of 1 people found the following review helpful. A Must Read! By flybirdA simply outstanding book on customer service in the modern era. We have adopted many of the ideas in this book when building out the customer experience model for our business (a luxury travel service). In today's high-tech, always-on "social media-infused world", integrating high-touch service is not just important, it's a killer strategic advantage when executed well. Micah's book

gives sound advice on how to create a scalable culture of customer service that earns raving customers for life. 4 of 5 people found the following review helpful. What customer service really means in 2013 and beyond! By NathanielJC Casey I just finished reading Micah Solomon's "High Touch, High Tech Customer Service" and thought it was great. It was a combination learning experience / wake-up-call for my businesses. I realized that it is impossible to survive if you sit idly by and don't attend to the ever-changing customer landscape. You can do a lot old school and stick to the adage - "the customer is always right", but it's just not enough. This book really enlightened me on how much information customers have at their fingertips. It also enlightened me on how powerful a single disgruntled customer can be. Solomon doesn't stop at just breaking down the issues - he goes into great detail explaining how to deal with the issues-the right way. Solomon's insights helped to extend and give more detail to the broad stroke concepts I learned reading Tony Hsieh's books *Delivering Happiness: A Path to Profits, Passion, and Purpose*; *A Round Table Comic*. Which were more specifically about culture building. Using case studies and interesting (and sometimes very funny) vignettes, Solomon makes what would normally be a pretty boring topic fascinating. Honestly, I decided to read this book because I wanted to demystify some things about using social media to communicate with my customers. I got all the answers I was looking for on that front, and a whole lot more. I am now convinced that customer service is the new marketing. Learn or become part of the dead pool. If you want to keep your business ahead of the curve and start really anticipating your customer's needs - this book is an awesome place to start. Lastly - as an experiment - I took a chance and did as Solomon suggests at the end of the book. He actually gives you his contact info and invites you to use it. I set my kindle on the nightstand - picked up my iPhone and wrote him an email. It was almost kind of ridiculous how fast he responded - and I am not talking about an auto-response. He answered all of my questions as if we had been friends for years. He practices what he preaches. I would recommend this read to anyone that has an interest in making sure his or her business survives the next 3-5+ years. 2 of 3 people found the following review helpful. Avoid the pitfalls of technology. By Monty Rainey HIGH TECH, HIGH TOUCH CUSTOMER SERVICE by Micah Solomon takes the reader on a road map of customer service in the digital age. Just as technology is changing at lightning-fast speed, so too must successful businesses be quick to adopt new ways to interact and satisfy the digital customer. Gone are the days when the mantra was, "If you want to be successful in business today, you must have an internet presence." While truer today than ever before, unfortunately many companies have no idea how to manage that internet presence. Learning to treat individual customers as individuals, honoring individual preferences unique to that customer, is the key to business success. While this statement, found in Chapter 1 of the book, has always been accurate, learning to treat the virtual customer as an individual is more challenging. The challenge is compounded by the 'activist' mentality whereby customers now demand an alignment of company values with their own and they express this sentiment with their buying choices. These are the types of issues that are addressed here by the author. Solomon examines both positive and negative examples of how companies have responded to customer issues in the new era. As an example, let's take a close look at Chapter 4; The Art of Anticipation. To introduce the concept of 'anticipatory' service, Solomon utilizes Ritz-Carlton, whose credo includes, "The Ritz-Carlton ... fulfills even the unexpressed wishes and needs of our guests". To expand on the anticipatory experience, Solomon examines a typical trip into an Apple store and how Apple has mastered the art of anticipatory service. For effect, Solomon discloses the experience he had years ago when he ordered his first Macintosh and compares it to the experience he had recently when ordering his last Mac. The contrasts are stark and clearly delineate the advances the company has made in anticipatory service. The chapter goes on to include other hit and miss examples of anticipatory service. Most, but not all, of the chapters conclude with a "your point is" section which recaps the crucial points to remember. Along the journey, there is good information here about creating and maintaining corporate culture, hiring people with the right attitude, social media and how to position yourself correctly, principles of successful self-service, providing for disabled customers, and avoiding what is perhaps the common mistake in the digital age many companies make, using technology to complicate the customer experience into something more harmful than it is useful. Haven't we all experienced having to spend countless time jumping through hoops before we can ever get the opportunity to speak to an actual human, only to find out they speak very limited or broken English and really can't answer our questions? That last point is really what this book is all about. While technology has advanced business like nothing else, one aspect of business - customer service - is often made much more difficult by the very technology that assures business success in today's world. If not used correctly, that technology brings with it many pitfalls that must be avoided. Solomon's book will help you avoid those pitfalls and utilize the technology to the best of your ability.

SETH GODIN: "It's hard to imagine an organization with front line employees that won't benefit from the ideas in this book." STEVE WOZNIAK, Apple co-founder: "Micah Solomon conveys an up-to-the minute and deeply practical take on customer service, business success, and the twin importance of people and technology." "Clearly the best book on customer service management written in the last decade." Professor Frank Allen Philpot, George Mason University School of Management. HONORS RECEIVED:-SETH GODIN's "Must-Read

Reading List,"Late Spring 2012" -CIO Magazine: "Must-read, Summer 2012"-Readitfor.me:"The 8 new business books you need to read NOW".Description: In an age of social media, smartphones, self-service, and six-second attention spans, High-Tech, High-Touch Customer Service throws your business a lifeline. Today's customers are a hard bunch to crack. Time-strapped, screen-addicted, value-savvy, and socially engaged, their expectations are tougher than ever for a business to keep up with. They are empowered like never before and expect businesses to respect that sense of empowerment--lashing out at those that don't. Take heart: Old-fashioned customer service, fully retooled for today's blistering pace and digitally connected reality, is what you need to build the kind of loyal customer base that allows you to survive--and thrive. And High-Tech, High-Touch Customer Service spells out surefire strategies for success in a clear, entertaining, and practical way. Discover: * Six major customer trends and what they mean for your business * Eight unbreakable rules for social media customer service * How to effectively address online complainers and saboteurs on Yelp, nbsp;nbsp; Twitter, TripAdvisor, and other forums for user generated content * The rising power of self-service--and how to design it properly * How to build a company culture that breeds stellar customer service High-Tech, High-Touch Customer Service reveals insider secrets of wildly successful customer service initiatives, from Internet startups to venerable brands, and shows how companies of every stripe can turn casual customers into fervent supporters who will spread the word far and wide--online and off. About the Author "A new guru of customer service excellence is Micah Solomon."-- The Financial PostMICAH SOLOMON, a successful entrepreneur and business leader, is a top keynote speaker and consultant on customer service, sales, and marketing issues, the customer experience, and company culture for our digitally connected times. He co-authored the bestselling Exceptional Service, Exceptional Profit and his expertise has been featured in Fast Company, Bloomberg BusinessWeek, Inc. Magazine, Forbes.com, NBC and ABC television programming, and elsewhere.

"It's hard to imagine an organization with front line employees that won't benefit from the ideas in this book." - SETH GODIN, author, Purple Cow and Linchpin"Clearly the best book on customer service management written in the last decade." Professor Frank Allen Philpot, George Mason University School of Management"Micah Solomon conveys an up-to-the minute and deeply practical take on customer service, business success, and the twin importance of people and technology." -STEVE WOZNIAK, Apple co-founder"Micah Solomon takes on one of the stickiest questions in business today--how to navigate the ever-changing landscape of technology without losing the soul of the cushy;tomor experience--and explains it with great savvy. High-Tech, High-Touch Customer Service is a must read."-- Jay Coldren, Vice President, Lifestyle Brands, Marriott Int'l."To create a personal connection in today's fast-paced environment businesses you must listen and respond at the speed of light - and create a culture built on service.nbsp; Solomon illustrates how to anticipate customer expectations and deliver a memorable experience every time."Ray Davis, President and CEO, Umpqua Bank"...cogent and clear primer for business owners leery of social media, featuring clear, organized takeaways and a firm, encouraging tone." --Publishers WeeklyFrom the Inside Flap "Micah Solomonconveys an up-to-the minute and deeply practical take on customerservice, business success, and the twin importance of people andtechnology." -- Steve Wozniak, co-founder, Apple Are you finding customers more and more fickle, less and less loyal,and ever ready to jump off the handle and on to Twitter? Are youstarting to sense that the way you've always done customerservice simply isn't working anymore? You're right to be alarmed. Terrified,even. Social media, self-service technologies, and smart phones havecreated a disorienting new landscape for businesses that were chuggingalong just fine as recently as last month. You now hold the solution to those concerns in your hands. High-Tech, High-Touch Customer Service is the guide that teaches you to harness the power of technology tobuild emotional connections with your customers--and generate fierceloyalty as a result. You'll learn how to bulletproof your business against the increasinglychallenging world of customer interactions, both online and off. Thisbook is the tool you need to regain your balance in a world wheresocially empowered customers pound companies with ever-escalatingexpectations and where complaints can quickly go viral, with devastating results. However, this isn't a book that throws the baby out with the digitalbathwater. Everything in these pages is grounded in decades ofexperience and proven methodology. High-Tech, High-Touch Customer Service gives you a clearheaded analysis of what's new in our digitallyconnected world and what remains unchanged, along with strategies forcapturing a customer's business again and again. Packed with brilliantexamples of anticipatory customer service, as well as some hilariouslycautionary examples of customer service done disastrously wrong, thisessential book explains how to: * Implement the eight unbreakable rules of social media customer service * Effectively address online customer complaints on Yelp, Twitter, TripAdvisor, and other forums * Build a powerful culture that's nearly immune to competitive copycats * Design compelling self-service options for today's customers * Bind your customers to you closely through technologically informed anticipatory customer service * Deliver best-of-class customer service in person, on the Web, viasocial media, and by use of the old-fashioned (but very effective)telephone call This is the book you've been waiting for: eye-opening insights,real-life disaster stories, and a sweeping perspective to help you makesense of the seismic changes in customer service delivery. It will helpyou fully grasp the crucial new rules that dictate who will survive andthrive in the years ahead. Micah Solomon is the customer service and marketing strategist

termed by the Financial Post "a new guru of customer service excellence". He is a top keynote speaker, strategist, and consultant on customer service issues, the customer experience, and company culture. An entrepreneur and business leader, he coauthored the bestselling *Exceptional Service, Exceptional Profit*. His expertise has been featured in *Fast Company*, *Inc. Magazine*, *Bloomberg BusinessWeek*, *CNBC*, *Forbes.com*, and elsewhere, and he created and helms the "College of the Customer" website. From the Back Cover Praise for *High-Tech, High-Touch Customer Service*: "In a world of mind-numbing choices and little loyalty, Micah reminds us why caring about your customers (and treating them that way) is not just something that feels good, it's good business." -- Seth Godin, bestselling author of *Purple Cow* and *Linchpin* "Micah Solomon takes on one of the stickiest questions in business today--how to navigate the ever-changing landscape of technology without losing the soul of the customer experience--and explains it with great savvy. *High-Tech, High-Touch Customer Service* is a must read for anyone serious about great service in the digital age." -- Jay Coldren, Vice President, Lifestyle Brands, Marriott International "To create a personal connection in today's fast-paced environment businesses must listen and respond at the speed of light--and create a culture built on service. Solomon illustrates how to anticipate customer expectations and deliver a memorable experience every time." -- Ray Davis, President and CEO, Umpqua Bank "Clearly the best book on customer service management written in the last decade." -- Professor Frank Allen Philpot, George Mason University School of Management "Micah Solomon's brilliantly written and often belly-laugh humorous *High-Tech, High-Touch Customer Service* will show you how to embrace the new era of round the clock customer feedback and thrive in business for years to come." -- Brian Schoenbaechler, President and Managing Partner, Integracore "In my world of not-for-profits, there is almost nothing more important than building constituent loyalty and retention of donors. Micah Solomon's methodology and wisdom are the true expert guidance that's needed to make this a reality." -- Jann Schultz, Director of Donor Relations, Operation Smile "Micah Solomon's pedigree as an entrepreneur, marketer, and customer service strategist is clear. In *High-Tech, High-Touch Customer Service*, Solomon, better than anybody else I've seen, illustrates how to achieve a level of customer engagement that makes an organization thrive in our era of tech enabled business success." -- Jonathan Feldman, Contributing Editor, Information Week