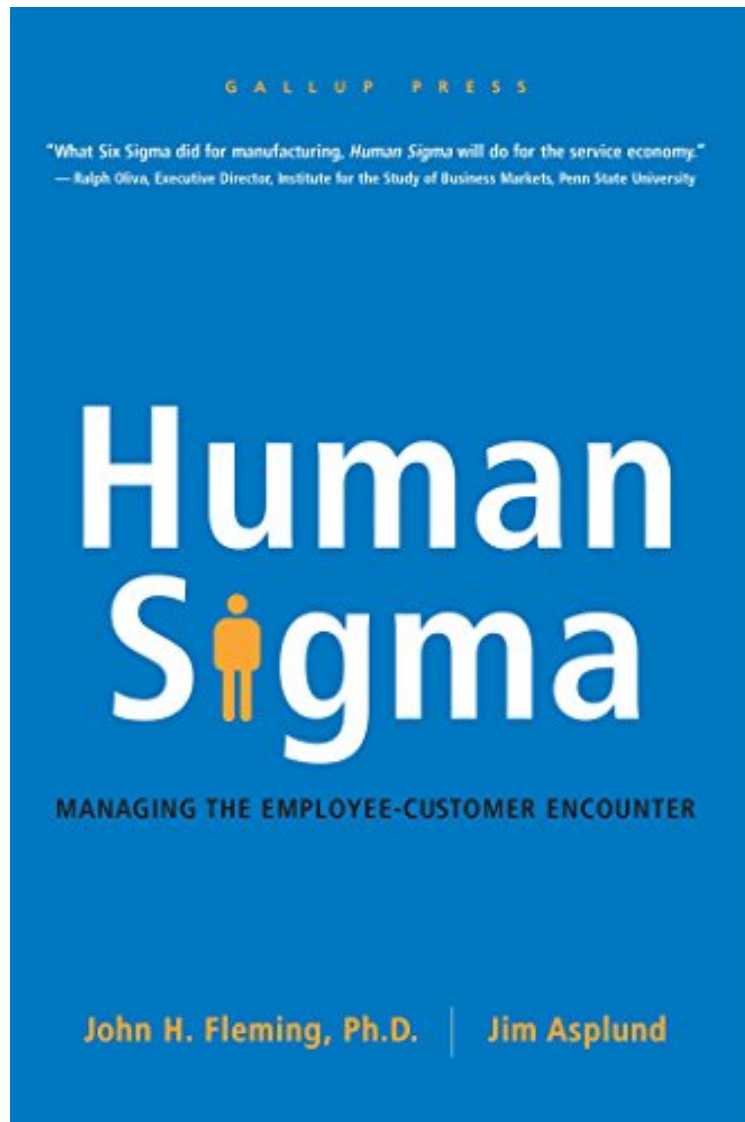


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## Human Sigma: Managing the Employee-Customer Encounter

*John H. Fleming, Jim Asplund*

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**John H. Fleming, Jim Asplund : Human Sigma: Managing the Employee-Customer Encounter** before purchasing it in order to gage whether or not it would be worth my time, and all praised Human Sigma: Managing the Employee-Customer Encounter:

0 of 0 people found the following review helpful. Good start - online resourcesBy JOSE FERREIRA PINTOInteresting approach to connect engagement with profit. It would be good to have more complementary resources on line to complement theory with application.0 of 0 people found the following review helpful. We Are in the Human Business!By Nancy TaylorFleming has done a great job here of explaining what it means to be human in

the workplace. It's hard and it's messy, but it can be a beautiful thing when we understand what people need and want. We have woven the 4 universal customer expectations into our service training, and linked each individual's talents and strengths to meeting those customer expectations in their specific role. Although I love his idea of all front line folks reporting to one area responsible for quality service and building customer loyalty, this is a tall order for organizations that have many "silos". Great reading for anyone passionate about quality service and building customer loyalty. 0 of 0 people found the following review helpful. Great Book - Worth the Investment and Time By Ricardo SG Excellent value add in this book. The way they wrote it is not my style but the content, cases, and Analise are of great quality for any reader. By using their own company Gallup data, they brought to the readers a very rich content, well connected and very well organized. I highly recommend this book.

Six Sigma changed the face of manufacturing quality. Now, HumanSigma is poised to do the same for sales and services. Human Sigma offers an innovative research-based approach to one of the toughest challenges facing sales and services companies today: how to effectively manage the employee-customer encounter to drive business success. What would your company look like if you could increase the revenue and profitability potential of every customer by more than 20 percent? What if you could double the productivity of every employee? And what if these two phenomena together could drive overall organizational performance exponentially? What would your company look like? And how would you go about creating this kind of change? One thing is certain: Business leaders are never going to inspire higher levels of employee productivity and build more passionate customer relationships by doing the same things they have tried for the past 25 years. Business leaders need something fresh. Something new. The last thing they need is more of the same old conventional wisdom about "satisfying" their employees and their customers. Based on solid research by The Gallup Organization, Human Sigma will appeal to senior leaders and line managers alike who are looking for a way to dramatically increase productivity, retain a base of high value customers, and improve overall business performance. Human Sigma is: 

- Rigorous: Based on research involving hundreds of companies, and over 10 million employees and 10 million customers around the world.
- Innovative: Cutting-edge management science supported by data, including brain imaging research into customers' emotional connections to the companies they love.
- Practical: The principles in the book were developed from observations of real-life successes, not some fictional freaks-of-nature that exist only in a laboratory. As such, the lessons contained in the book have been tested in the real world, and can be applied in many situations.
- Interactive: The book contains a code that can be used to estimate the potential value of HumanSigma to readers' organizations.

About the Author Tom Rieger is a former Gallup employee. He is an expert in identifying and correcting barriers to success, both for companies and societies. Rieger has built a number of frameworks that apply behavioral economic principles to a variety of complex problems, across boardrooms and battlefields. Tom received an MS in Industrial Administration from Carnegie Mellon in 1986.