



# Knock Your Socks Off Service Recovery

*Ron Zemke, Chip R. Bell*

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Cancelled flights, damaged goods, botched bills, locked-up software--these are the service screw-ups that leave customers angry, disgusted...and determined to never buy from you again! But these mad-as-hell customers can be wooed back through skillful, planned ""service recovery."" And, surprisingly, customers who experience world-class Knock Your Socks Off service recovery become your most loyal customers--and are a source of continuing business for years to come. Building on the popular, breezy approach of the Knock Your Socks Off Service series, the authors provide managers with an upbeat primer on creating a first-class recovery system. Enlivened by John Bush's witty illustrations, the book explains: \* The economics of recovery--what it costs when you lose customers, and how little it can cost to win them back \* The processes, policies, and technology a company must have to ensure an effective, real-time recovery system \* The manager's role in sustaining an outstanding recovery system--through training, coaching, empowering, supporting, inspiring, and rewarding great service providers.



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### **From reader reviews:**

#### **Nathan Wilson:**

Spent a free time and energy to be fun activity to accomplish! A lot of people spent their free time with their family, or their particular friends. Usually they accomplishing activity like watching television, about to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? Can be reading a book might be option to fill your cost-free time/ holiday. The first thing you ask may be what kinds of e-book that you should read. If you want to consider look for book, may be the guide untitled Knock Your Socks Off Service Recovery can be great book to read. May be it might be best activity to you.

#### **Judy Williams:**

Playing with family in a park, coming to see the ocean world or hanging out with good friends is thing that usually you will have done when you have spare time, then why you don't try matter that really opposite from that. Just one activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition info. Even you love Knock Your Socks Off Service Recovery, you are able to enjoy both. It is excellent combination right, you still need to miss it? What kind of hangout type is it? Oh can happen its mind hangout fellas. What? Still don't understand it, oh come on its known as reading friends.

#### **Jennifer Klein:**

You may get this Knock Your Socks Off Service Recovery by go to the bookstore or Mall. Simply viewing or reviewing it may to be your solve issue if you get difficulties for ones knowledge. Kinds of this publication are various. Not only simply by written or printed and also can you enjoy this book by simply e-book. In the modern era just like now, you just looking because of your mobile phone and searching what their problem. Right now, choose your current ways to get more information about your reserve. It is most important to arrange yourself to make your knowledge are still up-date. Let's try to choose appropriate ways for you.

#### **Cheryl Bullen:**

What is your hobby? Have you heard in which question when you got scholars? We believe that that query was given by teacher for their students. Many kinds of hobby, All people has different hobby. And you know that little person similar to reading or as reading become their hobby. You should know that reading is very important along with book as to be the thing. Book is important thing to add you knowledge, except your own personal teacher or lecturer. You discover good news or update about something by book. Numerous books that can you go onto be your object. One of them is Knock Your Socks Off Service Recovery.

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