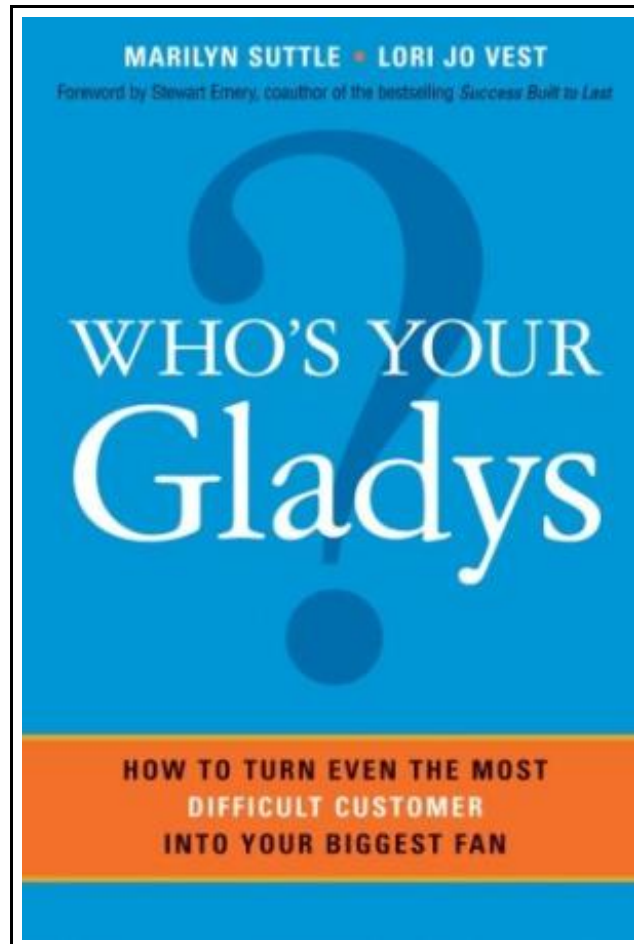


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Createspace, United States, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Every customer oriented business has its own Gladys; someone who demands more than most companies are able or willing to give, one who pushes front line service representatives buttons, one who requires a higher degree of skill to manage. One who let s just say it can be difficult. Yet how is it that some businesses prove able not only to satisfy their Gladys , but turn her into one of their most loyal, utterly pleased customers? Filled with inspiring real-life case studies, Who s Your Gladys? reveals how large and small companies from a variety of industries avoid creating difficult customers in the first place. EDITORIAL REVIEWS: From Publishers Weekly: When times are tough, argue entrepreneur Suttle and manager Vest, it s the companies with exceptional customer service that survive. The eponymous Gladys represents the company s hypothetical most challenging client-the one who requires a high level of skill to manage. Using the stories of 10 diverse companies-the Canfield Training Group (of Chicken Soup for the Soul fame), Singapore Airlines, a polyethylene piping product supplier, a spa, an eyeglass distributor and a medical center among them-the authors show companies how to win over Gladys, develop strong client relationships and deliver the superior service that will help them through an economic crisis. It s the substantive, down-to-earth advice that sets this book apart from its competitors, as well as the helpful chapter-end sections, which contain practical points and thought-provoking questions and answers. The whole is an extremely well-organized and easy to use guide illuminated by the authors obvious passion for customer service. It s the substantive, down-to-earth advice that sets this book apart from its competitors, as well...



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