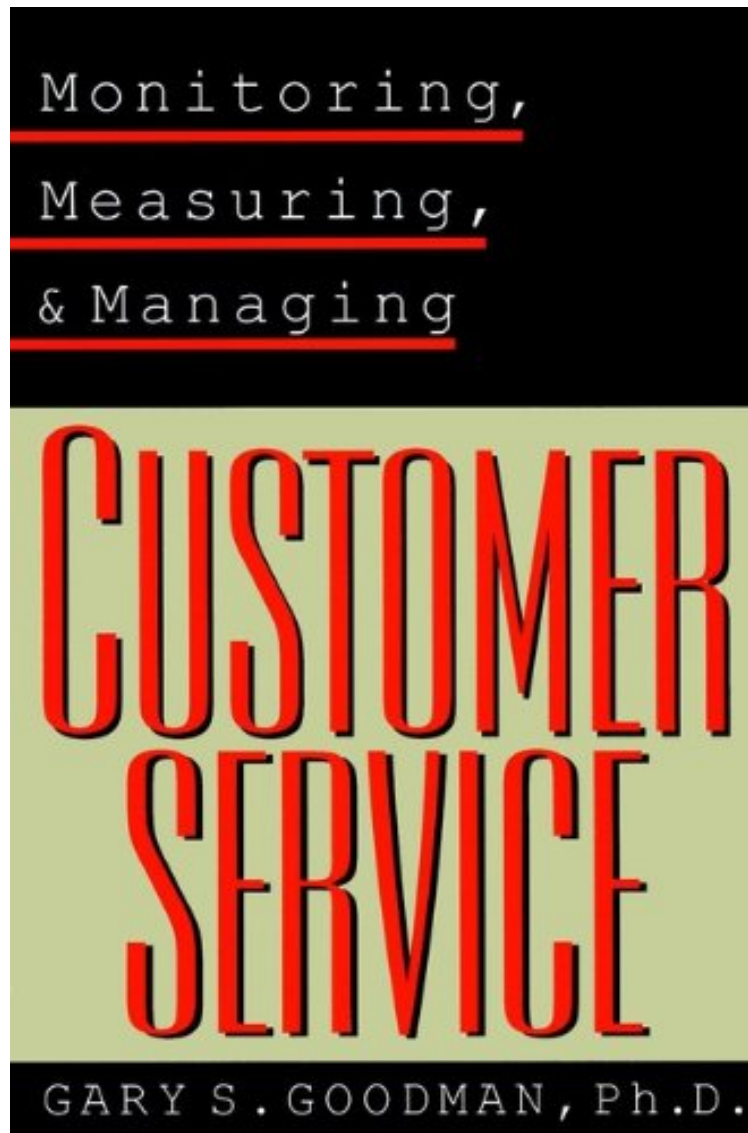


# Monitoring, Measuring, and Managing Customer Service

Gary S. Goodman

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**Gary S. Goodman : Monitoring, Measuring, and Managing Customer Service** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Monitoring, Measuring, and Managing Customer Service:

25 of 26 people found the following review helpful. Focused specifically on call center management By Steve Long, Ph.D. Goodman's book provides a wealth of information for managing a customer service call center. While some of the content may be transferable to other customer service settings, the majority of the book is directed solely at call center issues, such as telephone skills, call monitoring, etc. I would recommend the book only if you are managing a customer service call center. 8 of 9 people found the following review helpful. Monitoring and evaluating Customer

Service in detail! By Sara Mencia Abre At a Call Center environment the Customers Service Representatives (CSR) are measured thru two main factors: Productivity and Quality. This books relates about CSR Quality and how to measure it. Mr. Berry's teach the reader what's the meaning of each evaluated aspect, like: Pitch, professionalism, courtesy, empathy and much more. When you give feedback to a CSR the most important is define with precision the boundaries of these factors. When I was a newcomer in Call Centres Quality Assurance, this book was like an angel and I could established a QA Evaluating Form since the first read pages. This is not a theory book this is a very practical one! Even though this is a must-consult book, I highly recommend it to Quality Managers and Analyst who are starting their careers in a Call Center and have to face a CSR for coaching purposes. For those who are pro's this book must be in their "favourites always consulted" bookshelves. 6 of 7 people found the following review helpful. Best Customer Service Management Books I have EVER Read! By A Customer I have read a lot of books on Management, Customer Service and Call Center Management. This is by far the best. This book gives step by step easy to follow instructions on how to hire the right people and create an excellent training program. The sections on monitoring and measuring service will help you take the mystery out of getting tangible data to evaluate your team. If you want to know that your customer's are satisfied at the end of every call read this book!

Excellent customer service does not come about by accident. It is a learnable set of behaviors that can be monitored, measured, and managed. Drawing from his highly successful seminars and training programs, Gary S. Goodman presents a surefire system for building a first-class customer service department. Goodman identifies the behaviors that constitute top-level service, examines the results that kind of service produces, and shows how to measure it in terms of daily customer satisfaction. He provides managers with specific guidelines for developing, sustaining, and rewarding high levels of service from their customer service reps--with emphasis on telephone contact, the primary link to customers for most companies.

.com People always remember the times they encounter great service, as well as those encounters that aren't especially pleasant. In *Monitoring, Measuring Managing Customer Service*, Fortune 500 consultant Gary Goodman offers advice for ensuring customers recall the former rather than the latter when they think of your company. "Excellence in customer service doesn't come about accidentally," he writes at the outset. He then outlines the basic ingredients that make it an "everyday experience" over the telephone or in person--factors such as an eagerness to solve problems, delivery of performance or satisfaction guarantees, and presentation of unexpected extras. Goodman spells out specific ways to foster such proactive behavior among your work force, along with practical methods that measure their effectiveness. His tips include explicit suggestions for improving communication (i.e., have voice tones crest rather than decline, make sure pronunciation is clear, use "active listening" techniques); checking up on employee conduct (through techniques like customer surveys and direct observation, with the pros and cons of each process examined); and gauging the ultimate effectiveness of these efforts (through detailed assessment procedures for employees, team leaders, and managers). --Howard Rothman From the Inside Flap Improving customer service isn't a matter of finding better customer service reps. As Dr. Gary Goodman states, "We can all provide superior service, time and time again, providing we have fully defined what it is, and we have trained our people to deliver it." In this book Goodman identifies the core behaviors that make up excellent customer service--as defined by the customer--and provides managers with a set of proven tools for promoting and maintaining it, transaction after transaction. Using methods that have been developed and field tested to consistently produce award-winning levels of service at Xerox, Polaroid, DuPont, and other top companies, Goodman shows managers how to train their reps to replicate a well-thought-out and highly productive service routine, in person and over the telephone. Goodman identifies the twenty-four communication factors that promote customer service and presents TEA Measures (Telephone Effectiveness Assessment Measures) to help managers measure telephone effectiveness, call quality, and customer satisfaction. He also introduces SEA Measures (Supervisor Effectiveness Assessment Measures) to help companies evaluate the effectiveness of their team leaders, supervisors, and customer service managers. Goodman examines a wealth of real-life episodes of first-class service to illustrate what happened and show how each event can be repeated. He identifies the specific benefits that good service personnel provide and how those benefits translate into lasting customer loyalty. And he gives managers explicit criteria for measuring success and for recruiting, motivating, and retaining quality customer service personnel. With a focus on the management and organizational issues that make good customer service possible, *Monitoring, Measuring, and Managing Customer Service* helps companies with a corporate commitment to excellent customer service develop first-class customer service departments. From the Back Cover Improving customer service isn't a matter of finding better customer service reps. As Dr. Gary Goodman states, "We can all provide superior service, time and time again, providing we have fully defined what it is, and we have trained our people to deliver it." In this book Goodman identifies the core behaviors that make up excellent customer service--as defined by the customer--and provides managers with a set of proven tools for promoting and maintaining it, transaction after transaction. Using methods that have been developed and field tested to consistently produce award-winning levels of service at Xerox, Polaroid, DuPont, and other top companies, Goodman shows managers how

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