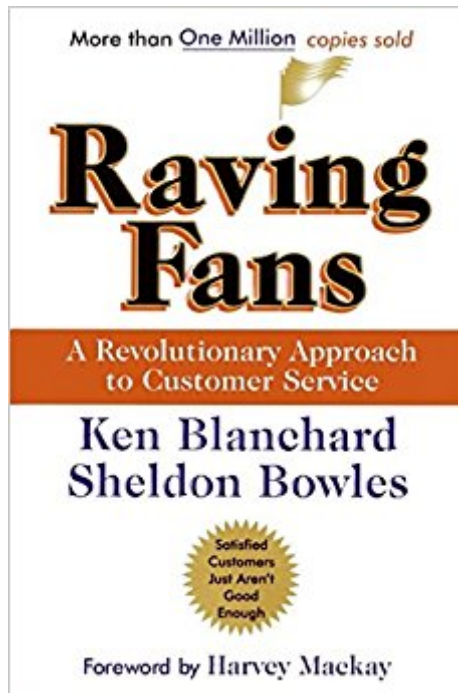




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# Raving Fans: A Revolutionary Approach To Customer Service



## Synopsis

"Your customers are only satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create Raving Fans." This, in a nutshell, is the advice given to a new Area Manager on his first day--in an extraordinary business book that will help everyone, in every kind of organization or business, deliver stunning customer service and achieve miraculous bottom-line results. Written in the parable style of *The One Minute Manager*, *Raving Fans* uses a brilliantly simple and charming story to teach how to define a vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a constant feature--not just another program of the month. America is in the midst of a service crisis that has left a wake of disillusioned customers from coast to coast. *Raving Fans* includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace--and turn their customers into raving, spending fans.

## Book Information

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Average Customer Review: 4.4 out of 5 stars 376 customer reviews

Best Sellers Rank: #5,241 in Books (See Top 100 in Books) #3 in Books > Business & Money > Management & Leadership > Quality Control & Management > Total Quality Management #4 in Books > Business & Money > Marketing & Sales > Customer Service #51 in Books > Business & Money > Finance

## Customer Reviews

"A great commonsense approach to customer service" -- -- Jim Pattison President, The Jim Pattison Group  
"An easily understood message and one every organization needs to hear." -- -- Eamon Ryan President, Lexmark Canada Inc.  
"Making your customers Raving Fans is the competitive edge today. This book can jump-start you in that direction." -- -- James F. Nordstrom Co-chairman of the Board Nordstrom, Inc.  
"Our strategic customer service plan is based on Raving Fans. It has helped

focus our energy on this critical area. A must read!" -- -- Lynn Posluns President, Fairweather

Told in the parable style of "The One Minute Manager, RAVING FANS uses a brilliantly simple and charming story to teach listeners how to define vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a constant feature--not just another program of the month. America is in the midst of a service crisis that has left a wake of disillusioned customers from coast to coast. RAVING FANS includes startling tips and innovative techniques that can help anyone create a revolution in any workplace--and turn their customers into raving, spending fans. --This text refers to the Audio CD edition.

Some people might call this book simple...but in my opinion that is what makes it great! I buy this book for each and every person that joins my team! It is essential. I don't think a day goes by my team and I don't mention the words "Raving Fans" or at least discuss some concept from the book. There is no other customer service book that I can say that about. The concepts are simple and if you follow them, and make them part of your culture, you'll be amazed at how much your level of customer service will improve. Just a few little systems applied to your business can take you from mediocre to amazing! WARNING - You will not see the world the same again. You'll be disgusted everywhere you go after reading this book, when you see how bad customer service really is in this world.

There have been so many books written on customer service, but Ken Blanchard's RAVING FANS is a true classic. I ordered these for our medical device sales team and it was very well received. We spent the next few weeks sharing ideas on how to apply the lessons learned and provide RAVING FAN service to our customers. One of the most prominent themes is that customer service starts with the person (sales, technical, etc...) who is front of the customer, not necessarily the person sitting in an office at the customer service desk. Like many of Blanchard's books, it's a quick and breezy read. I initially read it on a flight, but it's great to go back to and reference. "Decide what you want, decide what the customer wants and deliver what the customer wants...plus one" are the primary themes. Overall, it's fairly simplistic, common sense type material but a great reminder of how all those in sales and service should treat a customer.

The concept this book teaches is excellent. The book is short and easy to read. However, it could have been even shorter. The book is a story. The concept of raving fans is taught to the reader

through conversations between the story's characters. The concept of raving fans is useful, and I believe good for anyone owning a business to understand. However, the story in this book gets boring to read. There are a lot of conversations between the characters that I felt the author included simply to make the book over 100 pages. In other words, the book seems to "beat around the bush" a lot, just to teach a concept that could probably be taught in 20 pages or less. Overall I give the book 4/5 stars because I believe the need to learn the concept of raving fans outweighs the boredom I experienced at times as I read the book. The book would have received 5 stars, however, I have to deduct one star for the many pages of character conversations that should have been omitted from the book.

Great read.

5 stars

This was a very easy read book and once I started I did not put down until I finished the book. The author used examples of how to create a game plan to take your referrals and customers to the next level of a Raving Fan. A lot of what he wrote was true in the industry today and his observations were right on when it came to us as consumers and our acceptance of sub par service from the waiter to the CEO of some of the largest companies in the US today. And have you ever tried to contact the CEO of a major 500 company? "Mission Impossible" unless you know the techniques to get into the gate keeper and have them open the door for a conversation.

It's ok

We are a heating & air conditioning service company in southwest Missouri. I recommend this book for anyone who interacts with customers on a daily basis. This author compels the reader to make small changes in their everyday practices that can turn customers simply satisfied into fans! We asked our service techs to read the book and we noticed a substantial change in the feedback we got from our customers.

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How to contact customer service by phone and

website -: ( customer service phone, Screenshots included for website! BONUS AT THE END)

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