

# Customer Mania



Give our People the Right



## Group 2

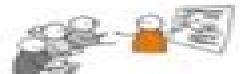
Navneet Kaur(150101072)  
Tyushi Atray(150101037)  
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## How to create Customer Maniacs?

Integrate the 4 Human resource development functions



**01** Recruiting and Hiring



**02** Training and Development



**03** Performance Management

# Customer Mania Customer Mania

**Emmanuel Danstan Chinunda**

## **Customer Mania Customer Mania:**

*Customer Mania!* Kenneth H. Blanchard, Jim Ballard, Fred Finch, 2004-11-15 From one of America's biggest bestselling authors and inspiring business speakers comes the key to creating a people oriented performance driven customer first organization    **Customer Mania!** Kenneth H. Blanchard, 2004 Customer service is the single most pressing problem for business managers and people in any service or sales operation especially at the retail level In fact many experts believe that you build a business from the customer up In Customer Mania Ken Blanchard one of America's biggest bestselling authors and inspiring business leaders writes of the key to customer service creating a people oriented performance driven customer first organization Along with coauthors Jim Ballard and Fred Finch Blanchard explains why the customer is the right starting place from which to build a successful business By drawing on examples from the world's largest restaurant company Yum owner of KFC Taco Bell Pizza Hut Long John Silver's and A W Restaurants the authors explain how any company large or small can develop a unified people first customer oriented culture    *Summary: Customer Mania* BusinessNews Publishing, 2013-02-15 The must read summary of Ken Blanchard Jim Ballard and Fred Finch's book Customer Mania It's Never Too Late to Build a Customer Focused Company This complete summary of the ideas from Ken Blanchard Jim Ballard and Fred Finch's book Customer Mania shows that to succeed in business today you have to provide consistently great customer service In other words unless you have a unified people first customer oriented culture it will be difficult to build your business going forward Fortunately any company large or small can achieve this Note that you can't build a customer focused company by emphasizing the results that you want to achieve This is the equivalent of putting the cart before the horse When you focus on results getting people to do the right thing will be an effort people will have to be convinced that's the right way to go A much more effective idea is to concentrate on building your people first and then they will just naturally take care of the customer in the ways you prefer Get your people acting with passion and commitment and everything else will just naturally fall into place With astute management you'll even be able to create a self perpetuating cycle where the work feeds the energy of the people involved which in turn means the work gets done better leading to increased levels of energy in the future and so on Added value of this summary Save time Understand the key concepts Increase your business knowledge To learn more read Customer Mania and discover the key to succeeding in business    **Customer Mania !** Ken Blanchard,

**Customer Mania!: It's Never Too Late to Build a Customer-Focused Company** Kenneth ; Ballard Blanchard (Jim ; Finch, Fred), 2004    *Customer Mania!* , 2010    *The Education of an Accidental CEO* David Novak, John Boswell, 2007-10-09 David Novak one of today's most engaging unconventional and successful business leaders lived in thirty two trailer parks in twenty three states by the time he reached the seventh grade He sold encyclopedias door to door worked as a hotel night clerk and took a job as a 7 200 a year advertising copywriter with the hopes of maybe one day becoming a creative director Instead he became head of the world's largest restaurant company at the ripe old age of forty seven While

David never went to business school he did learn from the greatest of teachers experience and plenty of other very smart people as well Magic Johnson on the secret to teamwork Warren Buffett on what he looks for in the companies he buys John Wooden on ego and Jack Welch on one thing he d do over Now he wants to share with you what he discovered about getting ahead and getting noticed motivating people and turning businesses around building winning teams and running a global company of nearly one million people and always staying true to yourself The Education of an Accidental CEO is filled with David Novak s street smart wisdom From his formative years Walking through your anxieties Avoiding the poison of stereotypes Staying right sized Breaking through the clutterFrom his years as an ad executive and chief marketing officer How not to roll over like Fluffy the dog Seeing yourself as a brand When to pull the plug on the Super BowlAs the COO of Pepsi Cola and then as president of KFC and Pizza Hut Why a gold watch can have less value than a floppy rubber chicken Knowing when the answers are in the building Knowing when to do nothing What it takes to revitalze a companyAnd as CEO of Yum Brands Inc How to shock the system How to avoid the slow no s Managing two up and two downDavid Novak s ideas for building an entire culture around reward and recognition getting everyone from division presidents to dishwashers to buy into recognizing the achievements of others is studied by other companies and discussed here in great detail Whether you are the CEO of a global conglomerate or a budding entrepreneur there is something here that will help you get where you want to go

**Practical Insights on Customer Service** Emmanuel Danstan Chinunda,2011-07-20 Practical Insights On Customer Service offers an African perspective on the thorny question of customer care It challenges readers to reflect on the current challenges in Africa and how effective customer care can help to unlock some of the opportunities available in the continent It highlights the common problems organizations face in the continent and recommends ways of enhancing the principles of customer service Written in a reader friendly language the book also conscientises the readers and organizations to simple but often overlooked winning formulae in life customer service ***Judgment on the Front Line*** Chris DeRose,Noel M. Tichy,2012-10-11 Front line employees who deal directly with customers are the face of any organization Not only do they have the most impact on how a brand is perceived but they are also the most valuable source of insight into what customers want and how to give it to them Unfortunately as management experts Chris DeRose and Noel M Tichy explain most organizations don t know how to evaluate the risk of giving employees more autonomy Many of those who are willing to try haven t even invested resources in ensuring that once the shackles are off front line employees make good judgments Tichy and DeRose offer powerful examples of front line leadership such as How Zappos trusts its people to do anything in service of a customer including providing free product or reimbursing for mistakes How Mayo Clinic of Arizona enabled its nurses to challenge the hierarchy in order to improve patient care **Leading at a Higher Level** Ken Blanchard,2018-11-08 40 Years of Breakthrough Leadership Insights in One Extraordinary Book From The One Minute Manager to Raving Fans Ken Blanchard s books have helped millions of people unleash their power and the potential of

everyone around them For 40 years The Ken Blanchard Companies has helped thousands of organizations become more people oriented customer centered performance driven and socially responsible Now in this fully updated third edition of Leading at a Higher Level Blanchard and his colleagues bring together all they ve learned about world class leadership including brand new chapters on building a high trust workplace collaborating for high performance driving success through mentoring and leading at the organizational level You ll discover how to create targets and visions based on the quadruple bottom line and make sure people know who you are where you re going and the values that will guide your journey Leading at a Higher Level presents the definitive discussion about using SLII the most widely used leadership model in the world to lead yourself individuals teams and entire organizations More important you ll learn how to dig deep within discover the personal leadership point of view all great leaders possess and apply it throughout your entire life This book will guide you inspire you provoke you and be your touchstone Discover how to Go beyond the short term and zero in on the right target and vision Eliminate the gap between your company s stated values and actual behavior Deliver legendary maniacal customer service and earn raving fans Truly empower your people and unleash their incredible potential Create a coaching culture that boosts performance at every level Ground your leadership in humility and focus on the greater good Leading at a Higher Level is for everyone who wants to become a better leader in any company any organization any area of life Leading at a Higher Level makes clear that respect and integrity aren t pleasant sounding options they are essential criteria for an organization s survival As inspiring as it is instructive this book belongs in every leader s core curriculum WARREN BENNIS bestselling author of Leaders and On Becoming a Leader If you want to have a great company you don t have a choice but to lead at a higher level When you do that you excite your people they take care of your customers and your cash register goes ca ching HORST SCHULZE Vice President and CEO The West Paces Hotel Group LLC Founding and former President COO The Ritz Carlton Hotel Company LLC     OB: The Essentials Stephen P. Robbins, Timothy A. Judge, Bruce Millett, 2015-05-20 Robbins Leading the way in OB Written as an alternative to Robbins larger Organisational Behaviour text OB The Essentials is an applied and focused text that will help your students to quickly grasp the essential elements of OB In an engaging 13 chapter format this book retains the fluid writing style academic rigour and extensive use of examples that are trademark features of the Robbins texts While there are less chapters the book continues to provide cutting edge content that is often missing in other OB books this is not merely a subset of material from Robbin s Organisational Behaviour text it was written from the ground up to present all the essential content in a shorter format This new text will have broad appeal particularly to visual learners who will appreciate the lively design and extensive use of examples and photographs to aid comprehension and retention of concepts New co author Dr Michael Jones of the University of Wollongong brings his avid enthusiasm for student education as well as a solid research background in motivation commitment and business operations to the new text Reviewers and users of the Robbins texts regularly report that they are conversational interesting student friendly and very

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**The Encyclopaedia of Brands & Branding in South Africa** ,2001     *Gift and Art Shop Merchandising* Grace Powers Thomas Knudson,Mrs.

Grace Powers (Thomas) Knudson,1926     *Total Customer Satisfaction* Stephanie G. Sherman,V. Clayton

Sherman,1998-12-18 Total Customer Satisfaction reports on the breakthrough methods used by award winning hospitals and health care organizations to achieve top rated national status in customer satisfaction Learn from top experts in the field how to create and implement a total customer satisfaction tactical plan that will boost customer satisfaction ratings in your health care organization A totally inclusive book with example after example of how to prioritize your customer satisfaction actions that will give the greatest return on your investment After using these helpful how to s for the past year and experiencing the result I highly recommend it Total Customer Satisfaction works John Schwartz chief executive Trinity Hospital Advocate Health Care A valuable tool for any health care leader dedicated to improving the quality of care and enhancing patient satisfaction Combining theory and discussion with a practical action plan format Sherman challenges the reader to think about solutions not just ideas Irwin Press president Press Ganey Associates Inc This is must reading for all individuals who want to capture the essence of customer service and the hearts of their employees The additional reward will be improved operational performance Quint Studer president Baptist Hospital Inc Whether you re a CEO a caregiver or simply someone who cares about the results of service initiatives you ll find plenty of great ideas in this book Mark C Clement president and CEO Holy Cross Hospital and winner of the 1994 AHA Great Comebacks Award the 1996 International Enterprise Award for Customer Satisfaction and the 1998 Global Best Practices Award for Customer Service This timely book drives the point home and provides a structure to help health care organizations go beyond just measuring to move from listening to responding Jerry Seibert president Parkside Associates

*Southern Economist* ,2005     **The Book of Business** Samuel Crowther,1920     *Business 2000* Beverly Rokes,Career Solutions Training Group,2001 Business 2000 Customer Service is a new way to introduce customer service skills With information on the importance of customer service understanding and satisfying the customer s needs and ways to interact with the customer the sleek 4 color design holds the user s attention Learn how to provide superior customer service ways to handle difficult situations and more

**American Machinist & Automated Manufacturing** ,1923     *The Power of Scarcity: Leveraging Urgency and Demand to Influence Customer Decisions* Mindy Weinstein,2022-11-08 Drive revenue and grow your business by using the powerful concept of scarcity Scarcity isn t just one of the key principles of influence it s arguably the most powerful invoking the kind of primal instincts that were essential to our ancestors survival It s also the explanation for why in the mid 1990 s 29 99 Tickle Me Elmo dolls were being scalped for 7 000 apiece And yet for all its power scarcity is a principle that s little

understood even as it's frequently employed in sales and marketing campaigns. Research on scarcity is published mainly in academic journals not easily accessible to the mainstream public and often written from an economic rather than psychological point of view. In *The Power of Scarcity* Dr Mindy Weinstein leverages her deep expertise in both marketing and psychology to reveal how this influence principle can be used to boost sales, win negotiations, spark action, develop community, build customer loyalty and more. As a digital marketer and doctor of philosophy in psychology, she brings both practical and academic insights to explain the psychology behind scarcity, why it has such an immense impact on decision making and how used correctly and ethically, it can influence the people who buy your products or services. In these pages you'll gain a deeper understanding of why and how scarcity works in business and specifically how different types of scarcity messages, supply related, demand related, time related or limited edition, affect our brains. You'll see it in action from multiple perspectives through case studies, research findings and eye opening interviews with current and former executives from brands that include McDonald's, Harry David and 1 800 Flowers, as well as real life customers' firsthand experiences. For anyone involved in sales and marketing today, *The Power of Scarcity* is a rare find, combining the best research on the subject as well as hands-on tactical ways to apply the psychology behind it to knowledgeably harness that power to bolster your business.

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