

1001
WAYS
TO
WOW
YOUR
CUSTOMERS!

Volume One

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Introduction

1001 Ways to Wow Your Customers was created to invite and share “stories” of great customer service. “Stories” are the medium to best describe “what great performance looks like” and “feels like” and customer service stories can entertain, illuminate and inspire. We’ve moved from a space on “Blogspot” to a WordPress home at www.refresh.com and have now captured the work in this first volume as an eBook.

1001 Ways to Wow Your Customers will hopefully take you on an adventure to “get” what’s possible when customer service becomes strategic to your success. It can, as the editors and contributors know and have experienced, create a sustainable competitive advantage for you and your enterprise. Aside from simply being the “right thing to do” in the sense that being “of service” is a virtue and reward in itself, “wowing” your customers – creating positive, memorable and emotional experiences for your customers – will create superior returns on all financial performance dimensions. Loyal, raving fans and advocates of your product (service, offering) are your most profitable customers today. Having more of them will serve you well.

The adventure begins with a most “unreasonable” preoccupation with customer service. Customer “obsession” goes beyond ‘lip service’ to customer service to a deeply rooted and shared value of creating exceptionally satisfied and extremely loyal customers.

Customer service becomes customer obsession when it becomes an essential and vital element of your business strategy to differentiate yourself, compete effectively and win.

Customer obsession is not for the faint of heart. It is an 'over the edge' yes, 'obsession' with customer service that leads you into the uncharted waters and adventure of the WOW factor, amazing service recovery, no sale is ever final and an utter disdain for the pitiful service provided by most enterprises today. It can be a strategic breakthrough. It will energize your enterprise, and rock your marketplace.

Who will bring that to life and make it real? Your people, and especially your front-most customer-facing people, everyday. And it won't happen with a wish, a directive, a set of management controls, service scripts, service audits or customer satisfaction surveys. It will only happen when you can engage, align, inspire and unleash the creativity of your people to be "of service."

So there's no easy way. This is not a "program." You can't "do" customer service or "wowing" your customers. This is about who you **are**, your values, ethics, ideals, integrity, and what you stand for in business and in life. This adventure will hopefully unleash your creativity to serve your customers, and your people, and then ultimately create your culture and legacy.

Thank you for your interest and we hope you enjoy the articles and stories. We hope you will be inspired to engage your people to create your unique 1001 ways to wow your customers and achieve your breakthrough in performance.

Enjoy!

Rick Sidorowicz