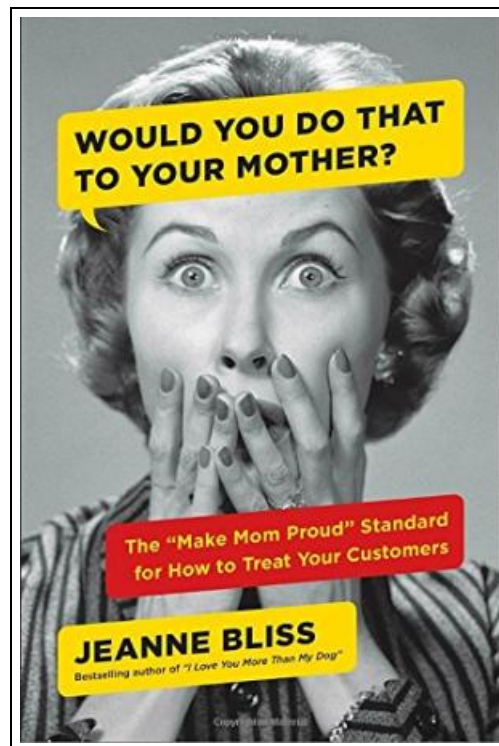


Would You Do That to Your Mother?: The Make Mom Proud Standard for How to Treat Your Customers (Hardback)



Filesize: 1.44 MB

Reviews



*This publication is worth acquiring. It is actually full of knowledge and wisdom You are going to like the way the blogger publish this book.
(Prof. Stanley Hermiston)*

WOULD YOU DO THAT TO YOUR MOTHER?: THE MAKE MOM PROUD STANDARD FOR HOW TO TREAT YOUR CUSTOMERS (HARDBACK)



To read **Would You Do That to Your Mother?: The Make Mom Proud Standard for How to Treat Your Customers (Hardback)** eBook, remember to follow the web link beneath and save the file or have access to additional information which are relevant to **WOULD YOU DO THAT TO YOUR MOTHER?: THE MAKE MOM PROUD STANDARD FOR HOW TO TREAT YOUR CUSTOMERS (HARDBACK)** book.

Penguin Putnam Inc, United States, 2018. Hardback. Condition: New. Language: English . Brand New Book. How would your company act if every customer were your mom? How do we cut through the rigmarole of business to give customers the treatment they desire, and employees the ability to deliver it? Customer experience expert Jeanne Bliss recommends making business personal to get the traction you need by focusing on one deceptively simple question: Would you do that to your mother? Picture your mom struggling through an 800 number menu for assistance, deciphering the terms of her phone contract, or waiting hours for a doctor s appointment. Imagine her joy when she finally reaches someone to discuss her warranty claim, and then her frustration when her claim is turned down three days out of warranty. Then think about your employees who have to deliver these moments. Bliss shows how putting mom in the bullseye of decisions can turn gotcha moments into we ve got your back moments - often at little or no cost - by enabling employees to care for the many small frustrations that make customers feel like they re sinking. This book will help your company join the #MakeMomProud movement, and dramatically improve both your customer and employee experiences. Its 32 case studies offer lessons from some of the most impressive and inspiring leaders in their industries, as well as tools you can start applying immediately. Bliss identifies the four principles that guide Make-Mom-Proud companies. For instance: * - Be the person I raised you to be : Vail resorts, the world s largest ski resort operator, banned the three words Our policy is. from their vocabulary, freeing employees to take spirited actions to deliver the experience of a lifetime. * - Take the high road : Virgin Hotels, named...

-  [Read **Would You Do That to Your Mother?: The Make Mom Proud Standard for How to Treat Your Customers \(Hardback\)** Online](#)
-  [Download PDF **Would You Do That to Your Mother?: The Make Mom Proud Standard for How to Treat Your Customers \(Hardback\)**](#)

Relevant Kindle Books



[PDF] The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program

Access the hyperlink listed below to get "The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program" PDF file.
[Download eBook »](#)



[PDF] Help! I'm a Baby Boomer (Battling for Christian Values Inside America's Largest Generation

Access the hyperlink listed below to get "Help! I'm a Baby Boomer (Battling for Christian Values Inside America's Largest Generation" PDF file.
[Download eBook »](#)



[PDF] Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Access the hyperlink listed below to get "Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade" PDF file.
[Download eBook »](#)



[PDF] Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Access the hyperlink listed below to get "Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade" PDF file.
[Download eBook »](#)



[PDF] A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Access the hyperlink listed below to get "A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half" PDF file.
[Download eBook »](#)



[PDF] Kindle Fire Tips And Tricks How To Unlock The True Power Inside Your Kindle Fire

Access the hyperlink listed below to get "Kindle Fire Tips And Tricks How To Unlock The True Power Inside Your Kindle Fire" PDF file.
[Download eBook »](#)