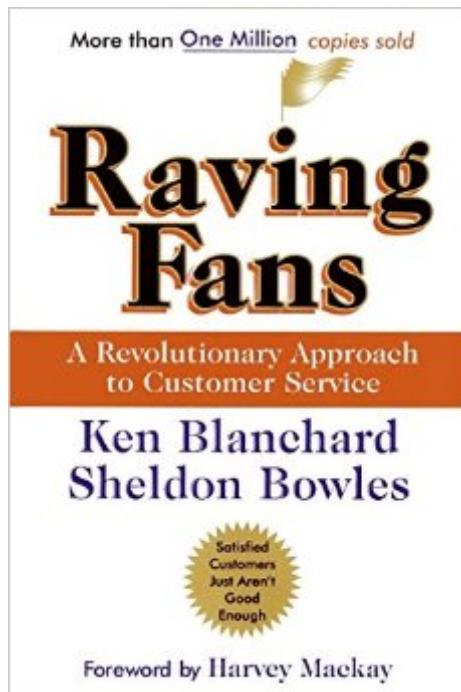


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# Raving Fans: A Revolutionary Approach To Customer Service



## **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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## **Customer Reviews**

This book is written in "parable" or story telling format and is different to read for most people. If you have read the best seller One Minute Manager or Leadership and the One Minute Manager it is written in comparable form. I have read both of the prior books. First off, the book basically talks about customer service (vs. goal setting & reward/punishment in the one minute manager) and how companies need to offer exemplary service to create Raving Fans, as the authors title it. I was

simply hoping to get one good idea/thought out of the book and I did. It was EXCEPTIONALLY easy to read, as I read the 132 pages in about 2.5 - 3 hours total. The book has a lot of dead space and big font so you aren't getting tons of "filler." The authors try to focus on one business issue and address it succinctly. This book is good and bad depending on what you expect to get out of it. It is good because (1) anyone can read this book (2) customer service is horrible in today's environment so it is timely (3) The book provides great illustrations and (4) The authors get the point across. Having said that, they never talk about the business implications of what the characters do. They say that customers love their service or product but they negate to talk about the cost implications. Business is about making money, not being loved by everyone. I love great service and all the frills but, at the end of the day, I have to make it worth the investment to the business owner. Yes, our economy is very much about selling an experience to someone, but there are cost implications to having carpeted floors in grocery stores and full service gas stations that don't price their gas more expensively.

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