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Uncommon Service makes one especially good point, which is that the customer service experience involves trade offs, where you can do some things well, but not all. While this is an important point, the remainder of the book tends to fall increasingly flat, with fewer

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Uncommon Service: How to Win by Putting Customers at the ...

In Uncommon Service, Frances Frei and Anne Morriss show how, in a

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volatile economy where the old rules of strategic advantage no longer hold true, service must become a competitive weapon, not a damage-control function. That means weaving service tightly into every core decision your company makes. The authors reveal a transformed view of

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service, presenting an operating model built on tough choices organizations must make: (1) How do customers define "excellence" in your offering?

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Key Concepts • Someone has to pay for it. Service excellence must be funded in some way.

April 13, 2014 Uncommon Service
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afterthought. In order to provide
consistently excellent service, it must

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be baked in to the business model. In
Uncommon Service, authors Frances
Frei and Anne Morriss explain that
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Morriss. I've read a lot of books about
customer service and I must admit
that many of them tend to blur
together. As I read Uncommon
Service, my excitement grew because

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provide both theories of how great service works and case studies that demonstrate how to make it happen. Always intuitive, never patronizing, and really smart, Uncommon Service will help

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Uncommon Service Press Kit FINAL

Early on, Uncommon Service states:
“ To deliver great service on the dimensions that your customers value most, you must underperform on dimensions they value less. This means you must have the...

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Uncommon Service (book review).

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Frei and Morriss are coauthors of

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