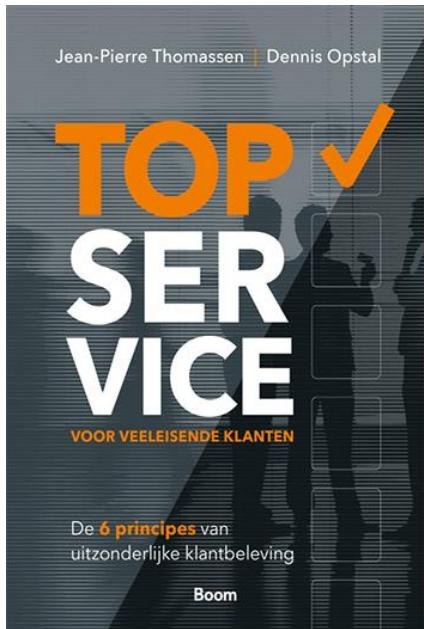


SANTASADO

Jean-Pierre Thomassen & Dennis Opstal - TopService for Demanding Customers

The Six Principles of Excellent Customer Experience

MARKETING



How do you provide great service to customers how raise the bar?

They stand at your desk, they visit your offices, you have them on the phone, you communicate with them digitally, they sit in your airplane, or they are guests in your restaurant. As an employee you have contact with tens, or perhaps hundreds of customers each day. Some customers are easy to please, you can do no wrong, but there are also demanding customers who make you aim high – and let you know about it.

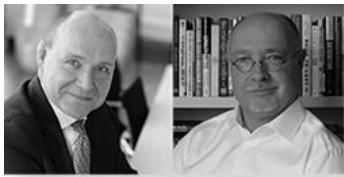
This book shows how you can service these critical customers. TopService is top sport! Forms, chatbots, and procedures help, but in the end, you make the crucial difference. With a warm welcome for instance, or by searching for the possibilities instead of sticking to what cannot be done.

Six practical principles will improve your game in this top sport. Not the obvious tricks that display insincerity, but guidelines for authentic service. With practical examples and guide rules, you will get a grip on your strong points and improvement goals, and find the inspiration to strive for excellent customer service.

Published in August 2021 | Paperback | 160 pages | 31,000 words

- Dutch edition published by Boom Publishers Amsterdam

ABOUT THE AUTHORS



Jean-Pierre Thomassen is organizational advisor, university professor, and chairman of the Service Excellence Foundation. He previously wrote *Customer Appreciation*, *The Customer Delight Service*, *Service Excellence*, and *Excelling in Service*.

Dennis Opstal is a mechanical engineer, has been working in the car industry since 1995 and is currently the Senior Manager After-Sales Europe for an exclusive car brand. Dennis has a passion for excellent customer experiences as a key distinguishing element for organizations.

RECOMMENDATIONS

'Smoothly written, clearly designed, and by combining theory with many practical examples, the book comes to life and avoids become a tough read. The authors' enthusiasm for top service jumps off the pages, and will make you realize the hardest part: how to incorporate top service into your DNA, as an employee, manager, and team.'

Aftersales Magazine

'A practical book that you can use straight away. Some theory, but mostly lots of tips, examples, and approaches. An easy to read management book for everyone who deals with customers and suitable for everyone that is a customer themselves. The examples will probably reflect something of yourself in various situations, which increases your understanding for the person at the other side of the desk. The book's strongest point are the guidelines on how you can deal with demanding customers in your function, and how to recognize these customers in specific situations.'

Management Tribune

'This book distinguishes itself from other books on servicing, by focusing explicitly on the employee that will deliver top service. But it is also worth reading for any service provider who is open to improving their way of working. Easy to read, with lots of practical tips and suggestions, and the theory is clearly explained, devoid of academic language and the many examples clarify the theory.'

Rudy Kor, organizational advisor and management book author

TABLE OF CONTENTS

1. Introduction

PART A. THE CHALLENGE

2. It all starts with the customer
3. Top service as an answer for organizations
4. You make the difference

PART B. THE SIX PRINCIPLES OF EXCELLENT CUSTOMER EXPERIENCE

5. Principle one, the customer feels welcome
6. Principle two, the basics are in order
7. Principle three, unburden the customer
8. Principle four, the customer experiences customization
9. Principle five, amaze the customer
10. Principle six, use the Service Recovery Paradox

PART C. WHAT DOES THIS MEAN FOR YOUR EMPLOYER?

11. Conditions for TopService

About the authors

Sources and endnotes

