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Exceptional Service, Exceptional Profit: The Secrets of Building a Five-Star Customer Service Organization

Leonardo Inghilleri, Micah Solomon

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"Filled with treasure and big ideas, this book will help you become exceptional." - SETH GODIN

In a tight market, your most powerful growth engine and your best protection from competitive inroads is this: put every thing you can into cultivating true customer loyalty. Loyal customers are less sensitive to price competition, more forgiving of small glitches, and, ultimately, become "walking billboards" who will happily promote your brand. In *Exceptional Service, Exceptional Profit* insiders Leonardo Inghilleri and Micah Solomon reveal the secrets of providing online and offline customer service so superior it nearly guarantees loyalty. Their anticipatory customer service approach was first developed at **The Ritz-Carlton** as well as at Solomon's entertainment and technology company **Oasis**, and has since proven itself in countless companies around the globe from luxury giant BVLGARI to value-sensitive auto parts leader Carquest, and everywhere in between. Now, readers can take the techniques that minted money for these brands and apply them directly to their own businesses. As **Ken Blanchard** writes, "Leonardo and Micah's philosophies, rules, and winning examples of service excellence will make you want to implement their suggestions immediately in your own organization." Filled with detailed, behind-the-scenes examples, the book unlocks a new level of customer relationship that leaves your competitors in the dust, your customers coming back day after day, and your bottom line looking better than it ever has before.

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