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# EXCEPTIONAL SERVICE

# EXCEPTIONAL PROFIT



THE SECRETS OF BUILDING  
A FIVE-STAR CUSTOMER  
SERVICE ORGANIZATION

LEONARDO INGHILLERI | MICAH SOLOMON

Foreword by Horst Schulze, Chairman and CEO, The West Paces Hotel Group,  
President and COO (retired), The Ritz-Carlton Hotel Company

# Exceptional Service Exceptional Profit

**Leonardo Inghilleri, Micah Solomon**



## **Exceptional Service Exceptional Profit:**

Exceptional Service, Exceptional Profit Leonardo Inghilleri, Micah Solomon, 2010-04-14 What if you could protect your business against competitive inroads once and for all Customer service experts Leonardo Inghilleri and Micah Solomon's anticipatory customer service approach was first developed at The Ritz Carlton as well as at Solomon's 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 Their experience shows that the most powerful growth engine in a tight market and best protection from competitive inroads is to put everything you can into cultivating true customer loyalty Exceptional Service Exceptional Profit takes the techniques that minted money for these brands and reveals how you can apply them to your own business to provide the kind of exceptional service that nearly guarantees loyalty Soon you'll be reaping the benefits of loyal customers who are less sensitive to price competition more forgiving of small glitches and ultimately who are walking billboards happily promoting your brand Filled with detailed behind the scenes examples Exceptional Service Exceptional Profit 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 *Exceptional Service, Exceptional Profit*, 2017

Customer Experience For Dummies Roy Barnes, Bob Kelleher, 2014-11-17 Gain engage and retain customers with positive experiences A positive customer experience is absolutely essential to keeping your business relevant Today's business owners need to know how to connect and engage with their customers through a variety of different channels including online reviews and word of mouth Customer Experience For Dummies helps you listen to your customers and offers friendly practical and easy to implement solutions for incorporating customer engagement into your business plans and keep the crowds singing your praises The book will show you simple and attainable ways to increase customer experience and generate sales growth competitive advantage and profitability You'll get the know how to successfully optimize social media to create more loyal customers provide feedback that keeps them coming back for more become a trustworthy and transparent entity that receives positive reviews and so much more Gives you the tools you need to target customers more precisely Helps you implement new social and mobile strategies Shows you how to generate and maintain customer loyalty in order to achieve success through multiple channels Explains how a fully engaged customer can help you outperform the competition Learn how to respond effectively to customer feedback Your brand's reputation and success is your lifeblood and Customer Experience For Dummies shows you how to stay relevant add value and win and retain customers Marketing Greatest Hits Volume 2 Kevin Duncan, 2012-04-12 Hard on the heels of the popular Marketing Greatest Hits comes volume II the definitive compendium of everything you need to know from the best minds in modern marketing abridged condensed and ready for immediate action As well as saving hundreds of hours of reading time the reader is able to grasp ideas with pithy accuracy explain them authoritatively to colleagues and crucially avoid being hoodwinked by those who claim to

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