

Book Review

Exceptional Service Exceptional Profit **The Secrets of Building a Five-Star Customer Service Organization** (Published By : AMACOM/American Management Association) (ISBN 13:9780814415382, Pages – 192)

Author

Leonardo Inghilleri¹, Micah Solomon²

¹(President at ICG - Inghilleri Consulting Group)

²(America's most popular keynote speaker on building bottom line growth through customer service)

Book Reviewer

Puja Gope

(Research Scholar/Department of Management/MUIT Lucknow/India)

Abstract

Key Words :

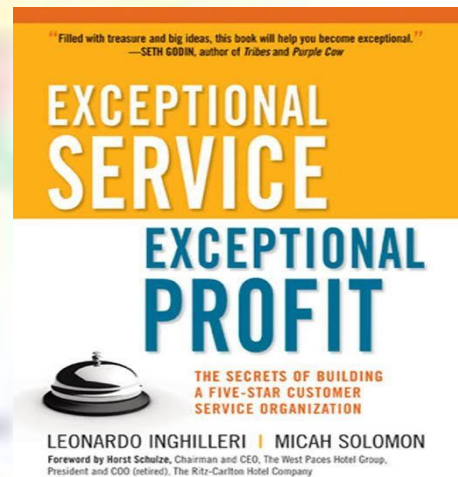
1. What are the Author's Viewpoint and Purpose?

The purpose of author's is to make us understand that the key to successful business is customer loyalty .Solid customers loyalty serves as insurance against the risks of the commodity being viewed as replaceable or interchangeable.

Loyal customers are less sensitive to price competition, more forgiving of small glitches, and, ultimately, become "walking billboards" who happily promote the 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.

The book unlocks a new level of customer relationship that leaves the competitors in the dust, customers coming back day after day, and bottom line looking better than it ever has before.



2. What are the Author's Main Points?

The Author's main points in this book are:-

- Providing exceptional service is the key to building customer loyalty, which can ensure the success and survival of an enterprise regardless of external forces such as economic downturns and technological change.
- Language is the underpinning of all components of customer satisfaction, from describing the product to handling service failures.
- In a perfect world there would be no service failures, handing them the right way can lead to customer loyalty.
- Excellent customer service is the result of custom fitting. In order to provide individualized experiences, all of a company's employees need to use and continually update a tracking system that contains information about customers and their preferences
- Personality traits play a more important role than job-specific experience when it comes to finding the right staff to interact with customers.
- One of the best ways for companies to determine the effectiveness of their services is to have employees frequent their own services and facilities to get a sense of what the customer is experiencing.

3. Uniqueness of the Book:

In *exceptional service, exceptional profit*, this team of insiders shares its exclusive knowledge of the loyalty-building techniques pioneered by the world's most successful service leaders including brick-and-mortar stars such as the Ritz-Carlton and Lexus and online success stories such as Netflix and CD Baby. They then lay out, step by step the details of how to apply these secrets to the company, whatever its size or specialty or price point.

The way these concepts are moulded together is ground breaking. What we read here will allow us to recalibrate our business on any scale, to replicate the exceptional but small scale achievement of the idealized sole proprietor archetype: to truly know your customers and keep them coming back for more.

Unique to this volume, Inghilleri and Solomon focus on battle-tested techniques that are immediately applicable in any business context.

Here are five examples drawn from the wide range of practical techniques which we can use to create unrivalled customer loyalty in our own business context:

- How to select, train and inspire "loyalty virtuosos" at all organizational levels.
- How to handle a service breakdown in a systematic way that actually leaves your customer more loyal than if the mishap had not happened in the first place.
- How to gather and use data on customer preferences in a meaningful, practical and profitable way.
- How to ensure that you meet your customer's 21st Century expectations for timeliness and quality.
- How to truly personalize the experience of your online customers – on every page of your website and in every step of their e-commerce encounters.

4. Scope of the Book :

It is a complete handbook for managers of the companies, front office staff, customer service specialist and hospitality management consultants who deal with the customers on the daily basis. To engender customer loyalty, the book recommends that companies teach their employees what type of terminology to use and what type of service to provide to the customers to make them satisfied.

The book is dedicated to bring service -oriented organizations to their full potential by improving capabilities that result in the following areas:-

- Business strategy
- Organizational Effectiveness
- Customer Focus
- Customer Service Training
- Leadership Development
- Human Resources Strategies and Practices
- Business Process Design and Implementation
- Performance metrics and measurements

5. Author Profile :

¹*Leonardo Inghilleri* is a recognized expert in the service and hospitality industry and a well-known speaker in the area of organizational effectiveness, service excellence, business innovation, process management and Human resources practices. Leonardo is the Executive Vice President and Managing Partner of West Paces Consulting, a subsidiary of the West Paces Hotel Group, formed in 2003 by several former senior leaders of The Ritz-Carlton Hotel Company with an insatiable commitment to excel and innovate.

Prior to West Paces Consulting, Leonardo served as Executive Vice President, Brand Manager for BVLGARI Hotels & Resorts. In this capacity, he has been responsible for the successful development and launch of this luxury hotel brand - a joint venture between The Ritz-Carlton Hotel Company and the famous Italian jeweller BVLGARI. Leonardo joined The Ritz-Carlton in early 1994 as Senior Vice President of Human Resources

Among his accomplishments, Leonardo was one of the key architects of The Ritz-Carlton's unequalled second winning of the Malcolm Baldrige National Quality Award. Other highlights of his leadership include the creation of The Ritz-Carlton Learning Institute and The Ritz-Carlton Leadership Centre.

Prior to The Ritz-Carlton, Leonardo worked for The Walt Disney Company in Orlando and Paris as part of the executive opening team of Euro Disney Resort in Paris and has held several management positions within the travel and hospitality industry in Italy, England and the United States.

²*Micah Solomon* is one of the world's leading authorities on customer service, the customer experience, consumer trends, hospitality, and company culture. He is a consultant, keynote speaker, trainer, and training designer specializing in these subjects, as well as being a best-selling author.

His books have been translated into more than a half-dozen languages and are the recipients of multiple awards. Micah is a regular contributor to Forbes.com on the subjects of customer service and hospitality, and his expertise has been featured in Inc. Magazine, Bloomberg Business Week, ABC, CBS, NBC, and the Harvard Business Review.

A business leader and entrepreneur himself, Micah built his own company into a market leader in the manufacturing and independent entertainment field, and he was also an early investor in the technology behind Apple's Siri.

