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Uncommon Service makes one especially good
point, which is that the customer service
experience involves trade offs, where you can

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Francis Frei
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 additional ideas that could be considered new and unique.

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In *Uncommon Service*, Frances Frei and Anne Morriss show how, in a volatile economy where the old rules of strategic advantage no longer hold true, service must become a competitive weapon, not a damage-control

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function. That means weaving service tightly into every core decision your company makes. The authors reveal a transformed view of 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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Concepts • Someone has to pay for it. Service
excellence must be funded in some way.

April 13, 2014 Uncommon Service

This summary provides a guideline in five
steps to establish the cornerstones for
delivering uncommon service on an ongoing
basis. Added-value of this summary:- Save
time- Understand key concepts- Expand your

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knowledgeTo learn more, read "Uncommon Service" and discover the key to developing excellence in your business. The must-read summary of Frances Frei and Anne Morriss' book: "Uncommon Service: How to Win by Putting Customers at the Core of Your Business". This complete summary of the ...

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Uncommon Service: How to Win by Putting Customers at the Core of Your Business By Frances Frei and Anne Morriss Customer

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service is not an afterthought. In order to provide consistently excellent service, it must be baked in to the business model. In Uncommon Service, authors Frances Frei and Anne Morriss explain that great service...

Uncommon Service - The Key Point

Book Review: Uncommon Service. Uncommon Service: How to Win by Putting Customers at the Core of your Business. by Frances Frei and Anne 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

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Uncommon Service, my excitement grew because I realized I was reading something that was, well, uncommon.

Book Review: Uncommon Service – Jeff Toister
Uncommon Service is a joy to read and a treasure to study. The authors 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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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...

Uncommon Service (book review). Learn why the customer is ...

Frei and Morriss are coauthors of Unleashed: The Unapologetic Leader's Guide to Empowering Everyone Around You and Uncommon Service: How to Win by Putting Customers at the Core of

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How to be an Inclusive Leader - Harvard
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Frances Frei, Anne Morriss Harvard Business
Review Press, January 2012. Most companies
treat service as a low-priority business
operation, keeping it out of the spotlight
until a customer complains. Then service gets
to make a brief appearance - for as long as
it ...

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