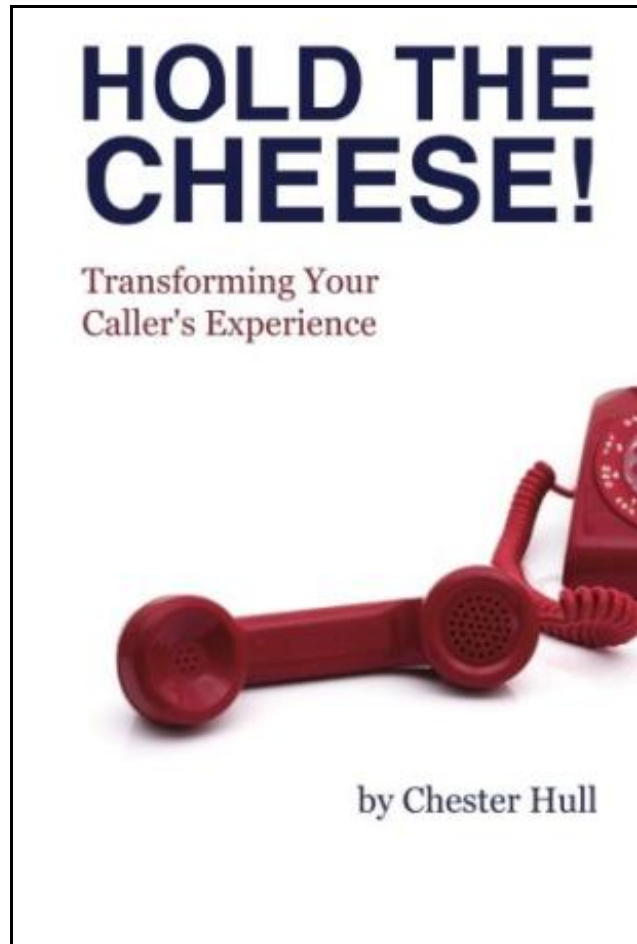


Hold the Cheese!: Transforming Your Caller's Experience (Paperback)



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Reviews

It becomes an awesome publication that I actually have actually read. It really is written in simple terms and not difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Talia Cormier)

HOLD THE CHEESE!: TRANSFORMING YOUR CALLER S EXPERIENCE (PAPERBACK)



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Wizard Academy Press, United States, 2012. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.How many times have you called a company and been frustrated by how its customer service representative handled your call? We ve all experienced receptionists who make you wish you hadn t called, automated systems that feel like their only purpose is to overwhelm you with options, and voice-enabled systems that refuse to understand a word you say! Did you know that 80 percent of companies think they are doing a great job at providing customer service? But their customers say only 8 percent are really delivering! This book will help you understand what frustrates your callers, what your customers want, and how to deliver it. It s about making it easier to do business with you. If someone gave you this book to read, it may be because they are trying to ask you to take a look at (or a listen to!) your own Caller Experience. Will you use the tools and information in this book to make a difference? I hope you do! Here s to better Caller Experiences everywhere! This book is meant to be a tool you can use to make a difference in your own business. At the end of the book, you will find a Caller Experience Checklist. Use this checklist to evaluate your own Caller Experience.what it s like for customers to call your business. Ask your employees what changes they would like to see. And don t be afraid to test. You cannot manage what you are unwilling to measure!.



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