



Leadership for Great Customer Service: Satisfied Employees, Satisfied Patients, Second Edition (Ache Management)

Thom A. Mayer, Robert J. Cates

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The successful first edition of Leadership for Great Customer Service has become a definitive source for healthcare leaders seeking to transform their organizations approach to elevating and sustaining service excellence. The authors have continued to be highly sought-after speakers on customer service in healthcare since the book s publication ten years ago and have consulted with more than 100 healthcare institutions in that time, adding to the content and case studies of this new edition. This thoroughly updated edition has been expanded to include practical applications and techniques that build on the well-recognized content of the first edition.

This entertaining yet practical guide presents the authors model for achieving customer service excellence in three parts:

The A-Team Tool Kit: Explore the types of dialogue and behaviors displayed by A-Team versus B-Team members, coaching tips, the importance of scripts, and how to reward champions to leave a legacy for your organization. New to this edition are a highly pragmatic set of tools, known as The A-Team Tool Kit, which spans ten chapters. The A-Team Tool Kit puts evidence-based applications, guidelines, techniques, and advice in your hands to achieve service excellence. Also provided in this edition is a summary of Survival Skills at the end of each chapter.

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