

The text is aimed at CEOs and all executive management, however the scope of the material will engage the entire organization. The authors identify the key ingredients of service excellence and show how leading companies have achieved success. Each chapter begins with a review of the key components of service excellence followed by two mini exemplar case studies that highlight how those companies have achieved success in that particular area. An introductory chapter proposes a framework based on the Unisys model that shows how companies can become customer centric, and a final chapter takes an integrative approach and features a case study from the overall winners of the Awards to highlight how this company has achieved success. An additional feature of the book is the service excellence questionnaire. Purchasers of the book are able to go online to complete the questionnaire and submit it to establish their competitive benchmark against other companies in both the same sector and across different sectors. A web site accompanies the book where updates on the category winners are featured to ensure that current information is always available.

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