



The Customer Service Solution: Managing Emotions, Trust, and Control to Win Your Customer's Business: Managing Emotions, Trust, and Control to Win Your Customer's Base

Sriram Dasu, Richard Chase

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Understand Consumer Psychology to Drive Profits and Growth

**Want to know exactly what's driving your customer's behavior?
NOW YOU CAN!**

The Customer Service Solution explains how consumers perceive services and shows you how to enhance the customer experience--every time.

In this economic climate, the customer service experience is more critical than ever. Most leading service firms advocate the TLC mantra: Think Like a Customer. That's a good practice, but first you have to understand what your customer is thinking and feeling. Today's business leaders cannot afford to neglect the psychological principles that govern customer satisfaction and long-term loyalty.

What are the factors that really determine customer satisfaction? Two of the nation's leading authorities on service psychology, Sriram Dasu and Richard Chase, have written this groundbreaking guide that identifies and demystifies the psychological triggers behind customer behavior. You'll go where customer satisfaction surveys, mystery shoppers, and focus groups can't--and learn exactly why customers respond and behave the way they do.

With findings drawn from behavioral science research, this book provides all the tools you need to evaluate your current service platforms and design future strategies to enhance customer perceptions positively and drive your sales.

The Customer Service Solution illustrates why even companies with high levels of satisfaction are missing tremendous opportunities by neglecting the emotional elements that govern consumer interactions.

This book will show you how to:

- Shape and manage customer perceptions
- Understand implicit versus explicit outcomes
- Develop the roles of control and choice among buyers
- Design emotionally intelligent processes
- Build trust among customers

Whatever your business may be--healthcare, hospitality, financial services, e-commerce, and more--this book is an essential tool to help you increase profits by leveraging your company's customer experience.

PRAISE FOR *THE CUSTOMER SERVICE SOLUTION*:

"Harnessing the power of emotions will help to drive an exceptional customer experience creating customers for life to help your business thrive. Finally, a guide to help us better understand how to do this." -- James Merlino, MD, Chief Experience Officer, Cleveland Clinic

"Required reading for anyone designing a service encounter." -- James Heskett, Professor Emeritus, Harvard Business School, coauthor of **The Service Profit Chain and Service Future**

"I have always known that our customers shop with us because they want to, not because they have to. How to make them want to is the secret that this great book unlocks." -- Kevin Davis, President and CEO, Bristol Farms

"[Dasu and Chase] share easy-to-understand ideas and guidance to operations managers who typically do not think about the psychology of customers in designing their services." -- Mary Jo Bitner, PhD, Professor and Executive Director, Center for Services Leadership, W. P. Carey School, Arizona State University

"Dasu and Chase provide an excellent set of ideas for delivering emotional customer service experiences through systems and operations." -- Rodolfo Medina, Vice President, Marketing & Commercial, Rock in Rio

"This book provides valuable insights to managing and molding the customer's emotional journey, leading to ultimate satisfaction and sustainable loyalty." -- Ali V. Kasikci, Regional Managing Director, Orient-Express

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