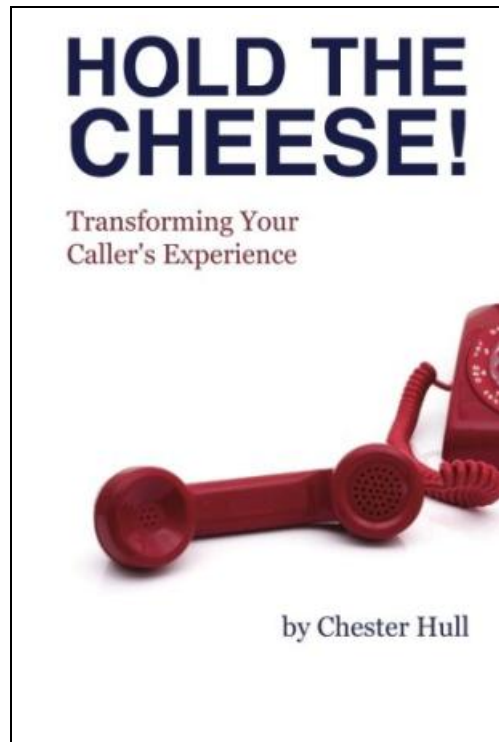


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Reviews

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(Cade Nolan)

HOLD THE CHEESE!: TRANSFORMING YOUR CALLER S EXPERIENCE

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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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