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Customer Focus Books and Training Programs

That's Customer Focus

Books and Workshops to build and sustain customer focus and service excellence throughout your entire organization.

That's Customer Focus explains what customer focus is, why it's a profitable business strategy, and shows you how to develop and implement an effective plan for creating and maximizing customer focus throughout your entire organization.



What's inside..

This 200+ page book includes:

- real situational examples and case studies,
- stories which describe customer-focused excellence,
- examples of best practices
- explanations of how to implement each best practice,
- clear easy-to-follow, step-by-step instructions,
- reproducible assessments, planning, management and evaluation forms and tools,
- 8 1/2 X 11 format for ease of use

More details about this book are provided below.
If you wish to peek inside this book, you can do so at Amazon.com by clicking here.

More About That's Customer Focus


Based on 20 years of hands-on practical expertise and extensive research of proven best practices, this book will enable you to develop and implement a comprehensive action plan for embedding customer focus throughout your entire organization, department or team.

We explain how to use proven "customer focus" best practices to:

- create long-term customer retention and loyalty.

Video requires Adobe Flash 10 or higher.

Want to find out how Customer-Focused you are?



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