

e-SERVICE: Speed, Technology and Price Built around Service, *John Tschohl*

E-SERVICE: A STRATEGIC WEAPON

- *Customer Service as a Differentiation Strategy*
- *Nine Critical Steps Necessary to Establish A Quality Service Strategy*
- *Building Market Share and Market Dominance*
- *E-Commerce Competition*

E-COMMERCE: HOW TO SURVIVE AND GROW

- *The Power of the Internet*
- *Eat or Be Eaten*
- *Role Models: Amazon, Lands' End, Dell*

THE LEADERSHIP CHALLENGE: HOW TO KEEP CUSTOMER SERVICE QUALITY ON TRACK

- *Developing a Customer-Focused Corporate Culture*
- *The Key Ingredients for Absolute Superior Service*
- *Effectively Model Visions, Values and Behaviors*

BENCHMARKING CUSTOMER SATISFACTION -- HOW DO YOU STACK UP AGAINST YOUR COMPETITORS?

- *Assessing Customer Expectations*
- *Using Focus Groups to Monitor Rapidly Changing Customer Expectations*
- *Approaches to Gathering and Comparing Customer Expectations*

ADVANCED TECHNIQUES FOR BUILDING CUSTOMER SATISFACTION

- *Lessons Learned From World-Class Leaders: Home Depot, Southwest Airlines, General Electric, Commerce Bank*
- *Developing the Attributes Displayed by World-Class Service Quality Leaders*
- *Speed, Price, and Service*

CUTTING COSTS TO SURVIVE

- *Why its Critical to be Lean and Mean*
- *E-Commerce Survival*
- *Technology Savings: Microsoft, Costco, Wal-Mart*

CREATING A DEDICATED WORKFORCE

- *Recruit and Select the Very Best Employees*
- *Powerful Techniques on How to Motivate and Improve Morale*
- *Keeping Employees Once You've Got-em*

FOSTERING AN EMPOWERED WORKFORCE

- *Steps for Implementing Empowerment*
- *Creating a Climate That Consistently Stimulates Empowerment*
- *Super Charging Employees to Stay and Perform*
- *Ritz Carlton Strategies*

SERVICE RECOVERY

- *The Art of Keeping Unhappy Customers*
- *Techniques That Work*
- *Handling Irate and Unhappy Customers*
- *Achieving Zero Defection -- Eliminate the Scrap in the Service Industry*

