

Uncommon Service How To Win By Putting Customers At The Core Of Your Business

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Uncommon Service How To Win

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UNCOMMON SERVICE: How to Win by Putting Customers at the Core of Your Business By Frances Frei and Anne Morriss “As Holmes said, when someone tries to sell us a simple answer to a complex problem, it will be simplistic and worthless But if someone

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Uncommon Service How to Win by Putting Customers at the Core of Your Business Frances Frei and Anne Morriss ©2012 Frances Frei and Anne Morriss Adapted by permission of Harvard Business School Publishing Corporation ISBN: 978-1-4221-3331-6 Key Concepts • Someone has to pay for it Service excellence must be funded in some way

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UNCOMMON SERVICE

How to Win by Putting Customers at the Core of Your Business UNCOMMON SERVICE FRANCES FREI I ANNE MORRISS HARVARD BUSINESS REVIEW PRESS Boston, Massachusetts

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Uncommon Service: How to Win by Putting Customers at the Core of Your Business, Frances Frei and Anne Morriss, Harvard Business Review Press, 2012
 The Good Jobs Strategy: How the Smartest Companies Invest in Employees to Lower Costs and Boost Profits, Zeynep Ton, New Harvest, 2014

Access to Experts

Anne Morriss is the managing director of the Concire Leadership Institute They are coauthors of Uncommon Service: How to Win by Putting Customers at the Core of Your Business (HBR Press 2012) Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

CASE STUDY

empty bank account and a pattern of angry service calls led to a breakthrough that defied the industry's prevailing assumptions: Rackspace's best shot would be to viably deliver a premium offering the company characterized as "fanatical service" So the company began to build a service model and service culture to pull it off:

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Uncommon Service: How to Win by Putting Customers at the Core of Your Business, Frances Frei and Anne Morriss, Harvard Business Review Press, 2012
 The Good Jobs Strategy: How the Smartest Companies Invest in Employees to Lower Costs and Boost Profits, Zeynep Ton, New Harvest, 2014

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www.theajinetwork.com Uncommon Knowledge and Uncommon Sense 3 "Power" is superior capacity to think and act effectively, which means it is always some form of Uncommon Knowledge Producing top 1% annual income means an ambitious businessperson must have the knowledge to outperform 99% of all other workers

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service event data (including the components that would be found in a typical warranty claim) A more ingrained culture of collaboration at the design and troubleshooting stages is clearly needed, as are the introduction and adoption of standard templates or mechanisms for sharing service event data (including the components that would

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Oil and Gas Service Contracts around the World: A Review¹ Abbas Ghandia, C-Y Cynthia Linb aInstitute of Transportation Studies, University of California at Davis, One Shields Avenue, 1605 Tilia Street, Suite 100, Davis, CA 95616, United States Email: aghandi@ucdavis.edu

Preparing for the Network of Tomorrow, Today

Network as a Service (NaaS) This is a model for consuming network services virtually on a pay-for-use basis or for a monthly fee The service provider is responsible for network operations and management The network of tomorrow is characterized as much by the technology that underpins it as the innovation it enables While yesterday's

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