



Leading the Customer Experience: Inspirational Service Leadership

Sarah Cook

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Leading the Customer Experience explores the relationship between leadership behaviour and exceptional service. Most organisationâ€™s strategic aims and goals centre on the delivery of excellent service. Loyal customers not only keep buying from a company but also recommend the business to others. It is clear that managers and leaders throughout an organisation have a key influence on the experience that customers receive. How leaders behave has a direct impact on their team memberâ€™s motivation to go the extra mile to deliver excellent service for the customer. Sarah Cookâ€™s vision for Leading the Customer Experience is to provide practical advice, tools and techniques for managers in how to effectively lead and motivate their team to deliver the best possible customer service. This book encapsulates her research on the behaviours of leaders who successfully create an environment where employees deliver exceptional service and she brings a pragmatic and business focused approach to the topic. Each chapter contains a variety of case study examples from businesses in UK and Europe, Asia Pacific, US and BRIC countries. These include service organisations in the financial sector, manufacturing, hospitality, transport, healthcare, public and third sectors.



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