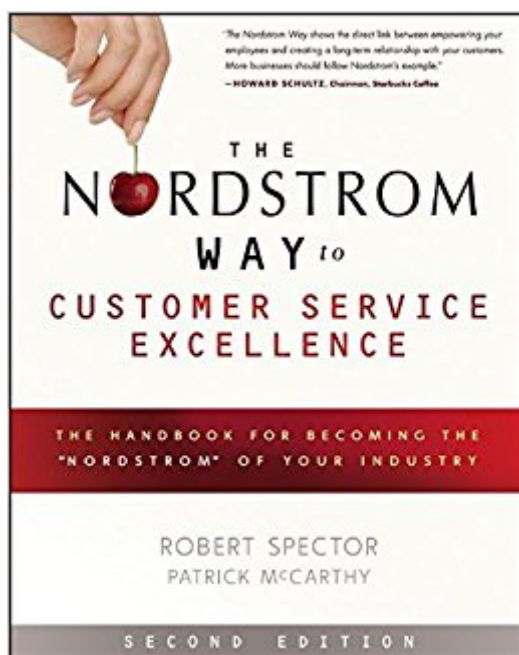


The book was found

The Nordstrom Way To Customer Service Excellence: The Handbook For Becoming The "Nordstrom" Of Your Industry



Synopsis

The Nordstrom Way shows the direct link between empowering your employees and creating a long-term relationship with your customers. More businesses should follow Nordstrom's example. "Howard Schultz, Chairman, Starbucks Coffee Virtually every company wants to be the Nordstrom of their industry. Nordstrom is one of only five companies to make Fortune's "best companies to work for" and "most admired" list every year the surveys have been taken. Despite its position in the hard-hit retail sector, Nordstrom, with 193 stores in 28 states, never experienced a quarterly loss during the recent economic downturn. The Nordstrom Way to Customer Service, Second Edition explains what every business can learn from the world's most famous customer-service-driven company. New material in this revised edition includes: "How To Become The Nordstrom Of Your Industry" Tools for creating a customer-driven culture Chapters on Nordstrom's online customer service and the innovative social commerce features of its website Breakthroughs on Nordstrom's multi-channel approach to customer service Nordstrom follows a set of principles that has made it a leader in its industry. Discover what endears Nordstrom to its customers, and learn how to apply those same standards to your company.

Book Information

Paperback: 240 pages

Publisher: Wiley; 2 edition (March 27, 2012)

Language: English

ISBN-10: 1118076672

ISBN-13: 978-1118076675

Product Dimensions: 7.4 x 0.4 x 9.3 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (31 customer reviews)

Best Sellers Rank: #52,780 in Books (See Top 100 in Books) #43 in Books > Business & Money > Industries > Retailing #76 in Books > Business & Money > Marketing & Sales > Customer Service #884 in Books > Business & Money > Processes & Infrastructure

Customer Reviews

This book, The Nordstrom Way, has been on my wishlist for a couple years and for the holidays I decided to buy it for myself. The book does a good job presenting the history and founding of the Nordstrom department store. The meat of this book, comes in discussing how Nordstrom really wow's their customers. Some could say there are other great companies out there that provide

impeccable service, Marriott, Disney and even this website, .com. However, there's a difference between good customer service and going above and beyond to truly meet the needs of and satisfy your customers. This book basically lays out in a 'here's how you do it' way, how to reproduce the success of Nordstrom. The sad thing is, this message falls on deaf ears. A fine example in the book discusses a very popular department store, that when facing a Nordstrom store opening in their area, suggested to their employees that they would have to start smiling at and acknowledging customers in the store. Better yet, this popular department store produced a three hour training video regarding how to 'imitate' the service that one would receive from Nordstrom. This book is a great read if you really want to find out what it takes to become a cornerstone in your market, the standard for service in your industry. The author lays out such things that the greats like Marriott, Disney and used to do like Nordstrom, however a sunken economy and falling profits soon changed these greats. Examples would include using strictly word of mouth advertising and not wasting money on big TV spots, or focusing on providing world class customer service instead of touting how you are becoming the world's most customer centric company. There's a big difference between being customer-driven and customer-focused.

[Download to continue reading...](#)

The Nordstrom Way to Customer Service Excellence: The Handbook For Becoming the "Nordstrom" of Your Industry
The Nordstrom Way: The Inside Story of America's #1 Customer Service Company
The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To)
The Food Service Professional Guide to Controlling Restaurant & Food Service Food Costs (The Food Service Professional Guide to, 6) (The Food Service Professionals Guide To)
Customer Service: Career Success Through Customer Loyalty (6th Edition)
The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations
The Toyota Way to Service Excellence: Lean Transformation in Service Organizations
Exceptional Service, Exceptional Profit: The Secrets of Building a Five-Star Customer Service Organization
Civil Service Exam Secrets Study Guide: Civil Service Test Review for the Civil Service Examination (Mometrix Secrets Study Guides)
Food Service Menus: Pricing and Managing the Food Service Menu for Maximun Profit (The Food Service Professional Guide to Series 13)
Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine
The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level
Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary
Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They

Know The Cleveland Clinic Way: Lessons in Excellence from One of the World's Leading Health
Care Organizations: Lessons in Excellence from One of the World's ... Care Organizations VIDEO
ENHANCED EBOOK The Automatic Customer: Creating a Subscription Business in Any Industry
Customer Service Skills for Success Raving Fans: A Revolutionary Approach To Customer Service
The Big Book of Customer Service Training Games (Big Book Series) Customer Service Training
101: Quick and Easy Techniques That Get Great Results

[Dmca](#)