

BEYOND W.O.W.®!

Table of Contents

PREFACE	Pg. 13 Finding WOW® and Why Service-Leadership® Lead Customer Service Is Hard To Find
PART ONE Building a Stable Foundation:	
Chapter One	Pg. 21 The Baseline of Successful Customer Service: ATTITUDE
Chapter Two	Pg. 27 The Shift in Business DNA: To Attain WOW® Standing with Customers, 5-MAPs® are Necessary
Chapter Three	Pg. 35 Measuring What One Cares About: Customers Want Only Four Things
Chapter Four	Pg. 39 Quality Care ...Ways to Fast Track What You Do and What Must be Provided to the Customer for W.O.W.®
PART TWO Fast-Tracking Customer Service for Increased Revenue:	
Chapter Five	Pg. 45 Understanding Customer Service as A Strategic Profit Center & Positioning Yourself for Success
Chapter Six	Pg. 55 Customer Service Index® (CSI®) Reveals How to Improve

Chapter Seven **Pg. 61**
Understanding Your Service-
Leadership© Engagement Style for Peak Performance

PART THREE
Turning Complaints into Profits

Chapter Eight **Pg. 71**
The Bottom Line Value of Complaints

Chapter Nine **Pg. 79**
Creating a Service Recovery Plan

Chapter Ten **Pg. 89**
Writing Complaint Response
Letters that Bring Customers Back

Chapter Eleven **Pg. 105**
Converting the Ballistic Customer
Into an Advocate Using the
ALWAYS© Sandwich Angry
Customers Engagement Formula

Chapter Twelve **Pg. 119**
Golden Questions© for Minimizing Complaints and Growing
Business

PART FOUR
Building Lasting Relationship:

Chapter Thirteen **Pg. 129**
Using the Relationship Cube© As
A Four-Step Model for Building Lasting Relationships

Chapter Fourteen **Pg. 135**
Tapping into Customer Mindsets for
Performance Improvement Via
Instant Power Surveys

Chapter Fifteen **Pg. 145**
Ensuring Your Survivability by
Planting New Target Rich
Environments (TRE©s) ”

Chapter Sixteen **Pg. 153**
The Loyalty Advantage

The Proven Path to Growth and
Increased Profits

Chapter Seventeen Pg. 167
Customers as Allies: Cultivating,
Utilizing and Maintaining Them Strategically

PART FIVE

Shut Up No One Cares:

Chapter Eighteen Pg. 175
World Class “Crappy Service”

Chapter Nineteen Pg. 179
The DNA Revisited

PART SIX

Winning Customers for Life

Chapter Twenty Pg. 185

Winning Back the Lost Customer & Evaluating the Lifetime Value of a Customer

Chapter Twenty-One Pg. 199

Moments of Truth and One Percent Factors to Ensure Service-Leadership© Mindsets and Behaviors

Chapter Twenty-Two Pg. 203

Fifty Plus W.O.W.® Ways to Grow Your Business Now

PART SEVEN

Understanding the Business of Business

Chapter Twenty-Three Pg. 221

Building the Front-Side and Back-Side of W.O.W.®

Chapter Twenty-Four Pg. 225

Growing Your Business by Knowing Your Customer

About The Authors Pg. 229

Myra Golden, Bio
Jeffrey Magee, Bio

Resources Pg. 231

Other Performance Resources to Consider

Bibliography Pg. 233