

# Raving Fans: A Revolutionary Approach to Customer Service



## Raving Fans : Revolutionary Approach to Customer Service by Ken Blanchard

★★★★☆ 4.6 out of 5

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In today's competitive business environment, it's more important than ever to provide excellent customer service. But what does it take to go beyond good customer service and create raving fans?

According to Ken Blanchard and Sheldon Bowles, the authors of the book *Raving Fans*, the key is to focus on creating a customer experience that is so positive that customers are willing to go above and beyond to do business with you.

In *Raving Fans*, Blanchard and Bowles outline seven principles for creating a customer experience that will turn your customers into raving fans:

1. **Create a Vision of Excellence.** What does your company stand for? What are your core values? What kind of customer experience do you

want to create?

2. **Hire and Train the Right People.** Your employees are the face of your company. They need to be passionate about providing excellent customer service.
3. **Empower Your Employees.** Give your employees the authority to make decisions and solve problems. This will enable them to provide a more personalized and responsive customer experience.
4. **Measure Customer Satisfaction.** Track your customer satisfaction levels so that you can identify areas where you can improve.
5. **Reward and Recognize Excellent Service.** Show your employees that you appreciate their hard work. This will motivate them to continue providing excellent customer service.
6. **Create a Customer-Focused Culture.** Make customer service a priority throughout your entire organization.
7. **Never Give Up.** Creating a customer experience that will turn your customers into raving fans is an ongoing process. Never give up on your quest to provide the best possible customer service.

By following these seven principles, you can create a customer experience that will turn your customers into raving fans. And when you have raving fans, you will have a business that is successful for years to come.

## **Benefits of Creating Raving Fans**

There are many benefits to creating raving fans, including:

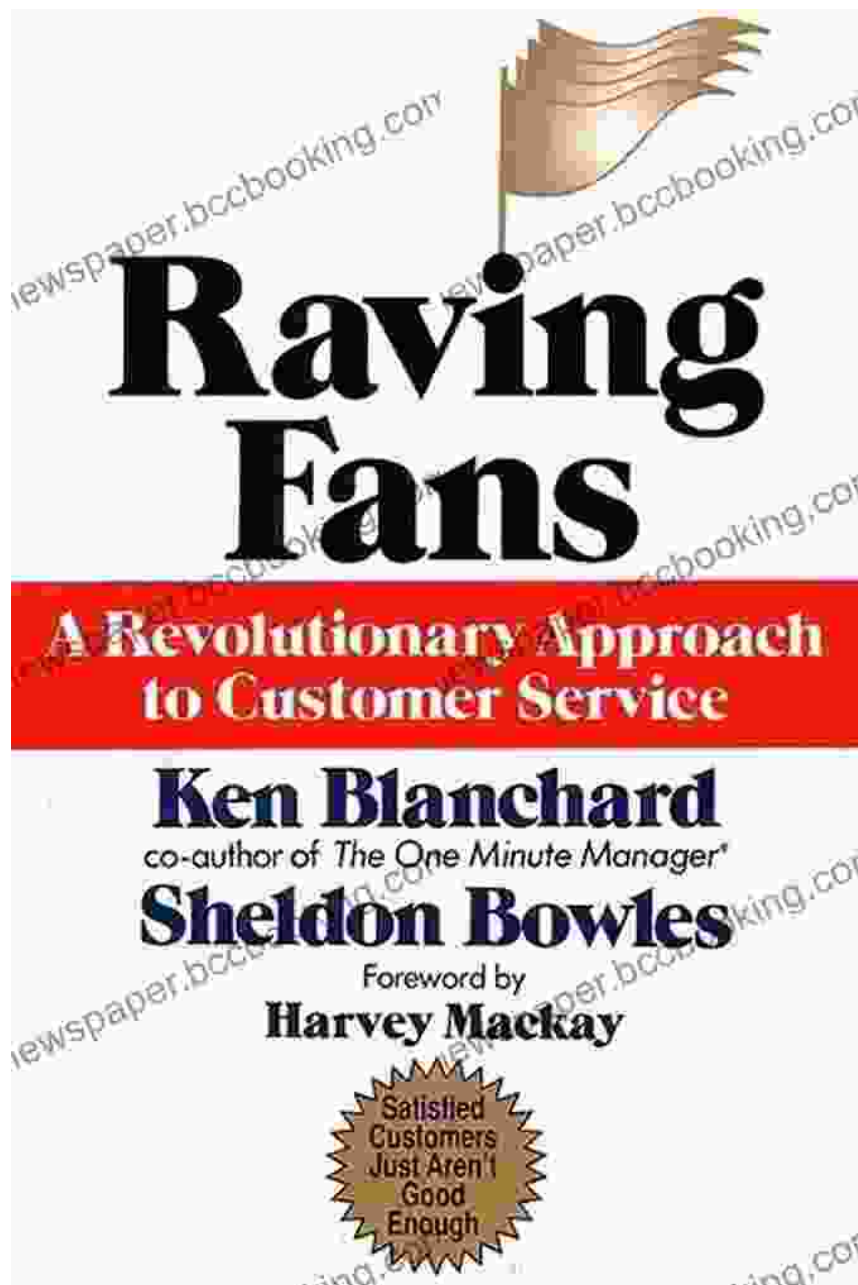
- Increased customer loyalty

- Increased customer spending
- Improved customer referrals
- Enhanced brand reputation
- Increased employee morale
- Reduced customer churn

If you are looking to create a business that is successful for years to come, then you need to focus on creating raving fans. By following the principles outlined in *Raving Fans*, you can create a customer experience that will turn your customers into lifelong advocates for your business.

*Raving Fans* is a must-read for any business owner or manager who wants to improve their customer service. Blanchard and Bowles provide a wealth of practical advice that you can use to create a customer experience that will turn your customers into raving fans.

If you are ready to take your customer service to the next level, then Free Download your copy of *Raving Fans* today.



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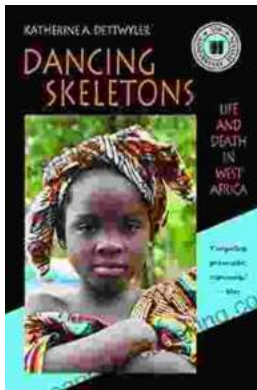
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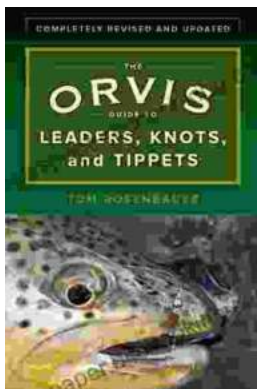
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