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Approach To

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Raving Fans A Revolutionary Approach To Customer Service

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**Raving Fans A
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America is in the midst
of a service crisis that
has left a wake of
disillusioned customers
from coast to coast.

RAVING FANS includes
startling tips and
innovative techniques
that can help anyone
create a revolution in
any workplace--and

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turn their customers
into raving, spending
fans.

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that can help anyone

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create a revolution in any workplace--and turn their customers into raving, spending fans.

Raving Fans: A Revolutionary Approach to Customer Service ...

Raving Fans includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace—and turn their customers

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into raving, spending fans. "Your customers are only satisfied because their expectations are so low and because no one else is doing better.

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Summary - Raving
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service is important to any business. Yet, it's not enough to merely satisfy your customers.

To have a massively successful business, you need Raving Fans.

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Raving Fans: A
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Sheldon Bowles and

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Ken Blanchard's Raving Fans, is written in the parable style of Gung Ho!® and The One Minute Manager®.

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Written in the parable
style of The One
Minute Manager,

Raving

Fans uses a
brilliantly simple and
charming story to
teach how to define a
vision, learn what a
customer really wants,

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Customer Service
constant

feature—not
just...

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I first reviewed Raving
Fans: A Revolutionary
Approach to Customer
Service by Ken
Blanchard & Sheldon
Bowles over 11 years

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ago for my newsletter

Ambeck Edge, but I

decided to post it on

my blog because

customer service is so

critical.

**Raving Fans by Ken
Blanchard & Sheldon
Bowles**

If you share this
paradigm or have a
different view this
book, Raving Fans, is
bound to shift your
thinking beyond the
traditional “moments

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of truth” thinking into a world of differentiation possibilities – providing you with a framework to redesign your customer service vision beyond anything you have currently considered possible.

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to customer service 1st
ed. This edition
published in 1993 by
Morrow in New York.

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edition) | Open
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'Raving Fans: A
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Service' is a book that I
discovered referenced
in several other books
that I've been reading.
In each other book,
little was said other

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than a quote here or there. But noticing the book's presence, I purchased it and am glad I did.

Amazon.com:

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Told as one continuous story line, Raving Fans is a quick read, as are all of Ken Blanchard's books. The only drawback to the style of this book (lack of

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chapters) is that when you want to look up the three different secrets to developing Raving Fans, you have to flip through the book to find the pictures that represent the keys.

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Raving Fans: A
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Service (CD-ROM)

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Raving Fans A

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Published January 13th

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House Audio. CD-ROM.

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to customer service.

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only satisfied because
their expectations are
so low and because no
one else is doing
better. Just having
satisfied customers

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want a booming
business, you have to
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