

## **From Not to Hot!**

*Creating Sensational Customer Service Inside and Out*  
**By Victoria Ashford**

*“Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for. Customers pay only for what is of use to them and gives them value.”*

—Peter Drucker, Austrian author, management consultant

I get around in my daily life as a speaker, trainer and coach; I dine out, travel, shop and enjoy the benefits of an active lifestyle. I interact with a variety of people and experience a myriad of business practices—some are exemplary and desirable; some are not. This often gets me thinking about customer service.

Pick up most organizations' advertisements and promotional materials, watch their commercials, review their websites, amble through their corridors, or visit employees' cubicles, and it will be there—some statement, caption, plaque or award describing a commitment to customer service. What does customer service really mean, however? How is it attained and sustained in superlative form? Whose responsibility is it?

Over the years, I have developed an innovative formula—a model, really—that creates effective change and brings great results such as: increased sales or usage, great PR, cooperation and teamwork, additional revenue and employee retention, to name a few. If these outcomes appeal to you, this chapter will show you how my method can give you practical, proven tools to help you improve customer service, regardless of your business sector or industry.