



## 5-Star Customer Service: In Pursuit of Service Hospitality Excellence (Paperback)

By MR Archibald T Marwizi

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.To provide your customers with 5-Star Customer Service means you must be able to: 1.Make Service Excellence a key part of your Strategy and reflect it through senior man-agement commitment and resource allocation. 2.Enhance the components that promote Service Excellence as a Culture, at individual, departmental and group levels. 3.Reduce or eliminate the components that limit or hinder your chances to practice a Culture of Service Excellence. 4.Have in place policies, systems and processes that enable you to constantly identify and cover the gaps between your prevailing Customer Service quality and your Desired Service Excellence Culture. e a combination of initiatives and approaches, individually and corporately, in the context of your organisation or work responsibilities, to customize and apply the 5 Pillars of the 5-Star Customer Service Framework, namely: a.Knowledge Skills required to provide excellent (5-Star) customer service. b.Effective Communication Skills (Intrapersonal and Interpersonal) c.Attitude and The Personal Brand - a Personal Responsibility In Delivering Excellence (PRIDE) d.Policies, Systems, Processes and Standards (PSPS) - Systematising Excellence in Service provision. e.Customer Relationship Management and Team Dynamics. 6.Understand that a...



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