

## Sympathetic gesture for a grieving customer



Zaz Lamarr needed to return some shoes to Zappos but her mother just passed away and was still coping from the loss that she didn't have the time to do it. When Zappos emailed her to ask about the status of the shoes, she replied about what happened. Zappos took care of the shipping and had the courier pick up the shoes for her at no extra cost.

Zappos didn't stop their customer care there.  
Zaz writes,

*"Yesterday, when I came home from town, a florist delivery man was just leaving. It was a beautiful arrangement in a basket with white lilies and roses and carnations. Big and lush and fragrant. I opened the card, and it was from Zappos. I burst into tears. I'm a sucker for kindness, and if that isn't one of the nicest things I've ever had happen to me, I don't know what is." Now, that is what you call "going the extra mile."*

Stories summarized by Infinit-0

# Good Customer Service Stories

**Kelly McDonald**



## **Good Customer Service Stories:**

**50 Activities for Achieving Excellent Customer Service** Darryl S. Doane, Rose D. Sloat, 2003 Increase the creativity and skill level of customer service representatives demonstrate what excellent customer service is provide insights and practice to improve customer service develop your own organization's bank of customer service learning situations **Good Customer Services Bad Customer Services "Customer Service, The Best, The Worst, and Everything In Between** Author Researched, Edited, Compiled. DR MDUSMAN CMgr, DBA, PhD LLM, MBA, MSc EMBA, ITC, FDA/BA(Hons) PgDPR PgDHE. Level-SLM 7&8. Level 7 ELM., 2025-06-17 Good Customer Services Bad Customer Services Customer Service The Best The Worst and Everything In Between From Excellence to Errors A Journey Through Customer Service Realities Winning and Losing Customers The Truth About Good and Bad Service A comprehensive complete extensive ultimate practical professional guide to becoming ABCDE it is a full fledged professional development course crafted for current and aspiring Advisors Bridge Professionals Brokers Consultants Directors Executives Managers and Practitioners ABCDE MP Whether you are working in retail hospitality tech support healthcare education government or online services this book offers deep insights frameworks and actionable strategies to master customer interactions and organisational service excellence Structured into 40 extensive chapters including detailed sections on leadership difficult customers digital transformation toxic behaviours human psychology and AI integration the book dives into over 400 subsections of practical and professional learning It gives equal weight to both sides of service delivery the methods and mindsets that deliver five star experiences and the warning signs mistakes and mismanagement that lead to failure From understanding customer needs and designing service journeys to handling complaints managing bad behaviour and building high performing teams every topic is explored with clarity depth and real world relevance Special focus is given to the human factors behind service success empathy communication behavioural psychology and emotional intelligence alongside technical advancements like chatbots CRMs AI analytics and digital first support models The later chapters introduce readers to advanced topics such as handling toxic and difficult customers recognising harmful customer attitudes and habits and dealing with high stress environments with professionalism and resilience The book concludes by showing readers how to become certified customer service specialists and how to future proof their careers in a fast evolving service landscape Designed for both independent learners and training programmes this self study handbook is ideal for newcomers mid level professionals and senior leaders seeking to raise their service standards and build lasting customer relationships It includes reflective questions comparison tables service audits practical toolkits and management blueprints all written in clear British English for global relevance Whether you are striving to deliver excellence recover from service setbacks manage complex customer types or lead a transformation initiative this book is your complete guide It is the perfect blend of strategy and sincerity combining best practices with real world warnings helping you not only to understand what good and bad service looks like but to become an

expert in both     The Unforgettable Stories of Customer Service Pasquale De Marco, In an era defined by convenience and online shopping it s easy to overlook the extraordinary human stories that unfold within the walls of retail establishments This book takes readers on a captivating journey into the hidden world of retail revealing the untold tales of the unsung heroes who keep the wheels of commerce turning With humor heart and an insider s perspective this book shines a light on the extraordinary tapestry of life that exists behind the aisles stocked with goods and the registers that ring with purchases Through the eyes of retail workers we witness the kaleidoscope of human experiences that define the shopping experience From the front lines of customer service where retail workers navigate the ever changing tides of human interaction to the behind the scenes operations that keep the retail world functioning smoothly this book unveils the secrets of this often overlooked realm We meet unforgettable characters both customers and employees who bring their own unique stories eccentricities and perspectives to the retail landscape We laugh we cry and we marvel at the resilience and ingenuity of those who serve us with a smile even in the face of adversity We gain a deeper understanding of the human condition the complexities of human interaction and the profound impact that retail has on our lives This book is a celebration of the unsung heroes of retail the individuals who make our shopping experiences possible It is a testament to the power of human connection and the extraordinary stories that can be found in the most ordinary of places So step into the hidden world of retail and discover the unforgettable stories that lie beneath the surface of everyday transactions If you like this book write a review     *The Nordstrom Way to Customer Experience Excellence* Robert Spector, breAnne O. Reeves, 2017-09-04 Top Ten Business Books For 2017 Forbes The fully revised and updated edition of the classic book about Nordstrom s extraordinary customer service In this new edition of the management classic the authors explore in depth the core values of the culture that have made Nordstrom synonymous with legendary customer service These essential values have enabled Nordstrom to survive and adapt to dramatic market shifts regularly since 1901 and the new edition explains how the Nordstrom approach can be emulated by any organization in any industry in every corner of the world This is not a book about selling shoes or clothes or cosmetics or jewelry It is a book about how underlying values such as respect trust compensation and even fun are the building blocks of a culture where employees are empowered to consistently deliver a world class experience to customers Nordstrom believes that the employee experience determines the customer experience and that when you attract and reward people who are comfortable in a service oriented culture then everyone succeeds both individually and collectively No wonder Nordstrom is one of only five companies to make Fortune s Best Companies to Work For and Most Admired lists every year since those surveys have been taken With new interviews from senior Nordstrom executives and family members the book explains how to successfully respond to today s tech savvy time crunched customers who demand a convenient seamless painless personal experience across all channels Nordstrom gives its frontline people all the digital tools necessary to satisfy the customer and your organization must do the same if it wants to adapt The authors show what it takes

to earn brand loyalty lead through change and uncertainty and combine extraordinary brick and mortar with online experiences The single most important reason we try to provide great service is this It enables us to sell more says co president Blake Nordstrom great grandson of the founder The best way for our company to achieve results is to do what s best for the customer In this book readers will find Suggestions for becoming the Nordstrom of your industry The ten values that define a customer driven culture Lessons for providing superior service and experience across all channels *The Best Business Stories of the Year: 2002 Edition* Andrew Leckey,2010-02-10 The editors cast their net wide picking up some excellent stories from nontraditional sources that even avid readers of the business press may have missed USA Today on the 2001 edition Series editor Andrew Leckey and guest editor Ken Auletta have scoured the print media consulted with the editors of major business and general interest publications and surveyed journalism school deans to find the best business stories from the last twelve months Among those selected Michael Lewis on teenage stock trader Jonathan Lebed from The New York Times Magazine James B Stewart on the irrepressible Michael Milken from The New Yorker and many others from the pages of The Wall Street Journal Rolling Stone Fortune Rocky Mountain News and Wired The second annual edition continues the excellence and comprehensive range of this fascinating anthology series *Leading the Customer Experience* Brad Cleveland,2021-05-03 DISTINGUISHED FAVORITE NYC Big Book Award 2021 Marketing PR Many organizations and leaders struggle to respond effectively to fast evolving customer expectations driven by innovations in products services and technologies such as AI and mobile Failing to build the necessary strategy culture and processes they suffer from high costs dissatisfied customers and brand damage The mandate to get customer experience right is real and urgent Leading the Customer Experience is a guide to shaping experiences that win loyalty and deliver outstanding business results It provides a bold step by step approach that will get you and your team pointed in the right direction And equipped to make sound decisions along the way Leading the Customer Experience is easy to understand and imminently practical It is based on the author s extensive experience both as a founding partner of one of the world s most influential customer management organizations and his work with B2B and B2C organizations in the private and public sectors The author s down to earth explanations cut through jargon and clutter while stories and examples bring important principles to life Leading the Customer Experience is relatable to anyone leading managing or aspiring to better understand customer experience **The 10 Stories Great Leaders Tell** Paul Smith,2019-08-01 NOW AN OWL Outstanding Work of Literature Leadership Award Winner Every great leader is a great storyteller As a manager CEO or team leader how can you innovatively engage your employees so that they understand where your organization came from where it s going and how you re going to get there How can you connect with your customers in a way that makes them believe in your company as passionately as you do Paul Smith is one of the world s leading experts in business storytelling He teaches people how to be more effective leaders by communicating their company s important mission inspiring creativity and earning the trust of valued stakeholders The 10

Stories Great Leaders Tell explores the journey behind success and breaks down not just the importance of your company's story but how to craft compelling ones of your own **Wake Me Up When the Data Is Over** Lori L. Silverman, 2006-10-13 Real life examples are used to demonstrate how storytelling can be used to fully engage employees accelerate organizational change and create good team relationships **The New Customer Experience Management** Ivaylo Yorgov, 2022-11-11 A comprehensive guide to a burgeoning field this book shows how to design and implement a future proof post sales service program focused on proactively addressing customers needs in a personalized way For too long companies have detached from customers after the moment of purchase and done post sales service in a way that is reactive generic and not scalable Empowered by the boom in data availability and analytics future ready companies will offer their customers proactive personalized post sales service and reap tangible benefits including higher customer satisfaction and retention and less negative word of mouth leading to increased sales and customer lifetime value As the stories in this book demonstrate companies like Amazon Adobe Garmin and Liberty Global are leading the way but companies do not have to be global giants to capitalize on the techniques presented in this guide To excel at customer experience CX management companies need to implement the best customer feedback and data collection and management practices develop state of the art analytical models and have the willingness to act This book's strong vision and actionable roadmap illustrated with real life success stories make this a compelling read for CX and customer analytics leaders practitioners and students alike **Extra Mile** Tycho Press, 2015-05-05 The Comprehensive Guide to Customer Service For The 21st Century Even the most successful companies need their customers happy and to keep coming back for more Whether you're just starting your business and want to lock up great customer service procedures or you're an established company looking to revamp your customer service to answer new market needs Extra Mile is the resource for you Unlike other books that are brimming with irrelevant and outdated information Extra Mile offers 500 essential tips including Real Life Scenarios Crisis Management and Building Customer Loyalty Intel into the customer service secrets of business giants such as American Express Southwest Airlines and Ritz Carlton Hotels A section dedicated to providing excellent customer service online A list of 50 Things Never to Do to help avoid conflict and negative reviews Get ahead of the pack by learning how great customer service equals customer retention

**Instructional Story Design** Rance Greene, 2020-04-07 Once Upon a Time Storytelling Met Instructional Design From children to adults everybody likes a good story Stories are memorable actionable and emotional We are constantly making sense of the world by forming stories and that makes them perfect for instructional design Instructional Story Design is a practical guide to writing and developing stories for training It takes what you already know about a story's power to connect with people and offers a clear methodology for the otherwise daunting process of creating a compelling story Master story designer Rance Greene shares his powerful yet familiar process to discover design and deliver instructional stories He presents the two essential elements that must be present to tell a story for training relatable characters and strong conflict

These elements create a desire for resolution and grab learners attention This book offers advice for unearthing the root of the performance problem creating action lists for learners and convincing stakeholders about the effectiveness of stories Case studies from household companies such as Pizza Hut Southwest Airlines and PepsiCo show story design in action Job aids and resources include an audience profile questionnaire character description worksheet storyboard template and tips for developing stories using graphics audio and video With this book you ll Sharpen your analysis skills to discover potential training stories Design relatable stories that concretely connect with learning objectives Easily develop captivating stories with tools you already own Plan your next steps to implement your instructional story *Business Storytelling For Dummies* Karen Dietz,Lori L. Silverman,2013-12-04 Ready to hone your storytelling skills and craft a compelling business narrative Professionals of all types marketing managers sales reps senior leaders supervisors creatives account executives have to write Whether you re writing an internal email or a social media post a video script or a blog post being able to tell a good story can help ensure your content resonates with your intended audience Storytelling is an art but there s a method behind it that anyone can learn Full of practical advice and real world case studies *Business Storytelling For Dummies* is a friendly no nonsense guide that will help you tell more engaging stories in your business presentations internal communications marketing collateral and sales assets Connecting with customers through storytelling can help you build trust with your audience strengthen your brand and increase sales Look to *Business Storytelling For Dummies* to Learn the elements of storytelling and how to use them effectively Become a better listener to become a better storyteller Make your stories come to life with relatable details Back up your story with data points Use the power of storytelling to effect change Choose the perfect format to tell your story Startups small businesses creative agencies non profits and enterprises all have a story to tell Get the book to explore examples templates and step by step instruction and create your own compelling narrative to tell your story to the world *Cases on Critical Leadership Skills* D. D. Warrick,Jens Mueller,Anna Warrick,2024-02-12 It is important for leaders to learn as much as possible about what it takes to be a good leader However it is even more important to be able to apply what is being learned *Cases on Critical Leadership Skills* provides interesting real world and often inspiring cases written by well known experts and top level executives from around the world of leaders applying the critical skills needed to be a successful high impact leader in a fast paced modern society *Crafting the Customer Experience For People Not Like You* Kelly McDonald,2012-10-09 Deliver a better business experience for every kind of customer A one size fits all approach to customer service is no longer viable Businesses competing on service need to understand and cater to customers racial ethnic religious generational and geographic differences in order to meet or exceed customers service expectations *Crafting the Customer Experience to People Not Like You* shows how companies brands and products struggling to differentiate themselves in a sea of sameness can foster long term loyalty and brand preference with exceptional and customized customer service A detailed guide to core customer groups including women the five generations

matures Boomers Gen X Gen Y and Gen Z racial and ethnic segments such as Hispanics and African Americans as well as those who are defined by key lifestyle and life stage attributes Includes onsumer insights that will help business leaders deliver a better business experience with every customer You cannot control the economy the stock market or the costs of goods and labor But you can control your organization s customer service It s an empowering thought Customer service is 100% in your control at all times and it s more important than ever      *51 Tools for Transforming Your Training* Kimberley Hare,Larry Reynolds,2017-03-02 Brain Friendly Learning is not about techniques and gimmicks It is far more than just putting on baroque music or playing fun games It s a movement rather than just a method a movement to recover the real joy of learning that combines both sizzle and substance to every part of your training This resource provides a blueprint for a new generation of accelerated learning methods At its heart are five key principles Keep it real Facilitate the flow Honour uniqueness Make it rich and multi sensory State is everything well almost There is a clear explanation of the theory behind Brain Friendly Learning from the inside out the concepts and learning models you need to underpin your approach along with a journey through the most complex structure in the universe your amazing brain You ll also discover a concise guide to brain friendly training design along with tools that you can pick and adapt to help you create new training events or make over existing ones This resource is packed with activities for the trainer or facilitator Some are designed to help you understand a particular concept in more detail others are designed to apply the concept to learning events which you are facilitating You will have attended or facilitated some training sessions that engaged you motivated you and left you with new insights and new techniques that you were just burning to try At the time you may not have been able to define what it was about these events that made them so special This resource helps you to understand exactly what the mystery ingredient is and shows you how to use the whole encyclopedia of techniques that turn training into Brain Friendly Learning

**Captivate Your Audience: Mastering the Art of Dynamic Speech Delivery** Pasquale De Marco,2025-08-10 In a world saturated with information and competing voices the ability to deliver a dynamic presentation has become a cornerstone of success Whether you re a seasoned speaker or a novice venturing into the realm of public speaking Captivate Your Audience Mastering the Art of Dynamic Speech Delivery is your ultimate guide to commanding attention connecting with audiences and leaving a lasting impact Within these pages you will embark on a journey of self discovery unlocking your innate potential to captivate audiences with every word you speak Master the art of vocal projection learning how to harness the full range of your voice to project clarity confidence and authority Decipher the subtle cues and gestures of body language conveying messages louder than words Transform the stage into a dynamic canvas upon which you paint your narrative with grace and purpose Furthermore delve into the intricacies of crafting a compelling message learning how to structure your content incorporate storytelling and examples for impact and employ persuasive techniques to win over your audience Discover the art of designing visual aids that enhance understanding reinforce key points and leave a lasting



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Becoming a persuasive salesperson requires the SalesMaker to win others relationally in order to persuade them financially To be successful it s not enough to sell your product you must sell yourself Persuade is a playbook with essential information to help you connect quicker communicate confidently and close more sales If you do everything right during the sale but don t close the sale you will find this book invaluable Persuade is a closers roadmap that will help you effectively move customers through the seven stages of the sale Learn how to close deals with a natural ease which comes easy to people who use this system Top salespeople become the best because they learn from the best The author includes insightful intelligence from sellers and executives at Facebook Google iHeart Radio Amazon New York Life Hawaiian Airlines Dell EMC Microsoft Xbox Clear Channel Airports and Zillow who share stories and case studies on how they deploy the powers of persuasion If your success is determined by your ability to move people to decision you will grow in your confidence to communicate connect and persuade Supply Chain Optimization Charles C. Poirier,Stephen E. Reiter,1996-06 This text illustrates how companies that create distribute and sell products can join forces to establish a supply network with a competitive advantage It includes action studies which demonstrate how the concepts described in the book have been implemen **Embrace the Space** Gary Ennis,Colin Kelly,2020-08-17 If you re a business owner that gives a damn this book is for you Inside you ll find a wealth of experience and knowledge which we ve gathered from more than ten years delivering social media training workshops to more than 10 000 businesses across the UK Packed with advice tips best practice business case studies strategic insights and lots more this book will help you and your organisation get real results from Facebook Instagram LinkedIn and many other platforms We even included a few behind the scenes stories from over the years some of which we promised never to tell Reviews for Embrace the Space A cracking read Perfectly pitched for the small business with lots of useful tips and tricks and real life examples of how to improve social media presence Stuart McKenna CEO at Scottish Training Federation Limited Finally a book about business that I actually want to read Packed full of useful stuff and entertaining too Helena Langdon Former Head of Digital at Innocent One of the most clear and compelling guides ever

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Donna Cutting,2015-12-21 Donna Cutting writes with passion about innovative ways service providers give a world class experience to their customers Put the ideas in this book into action and you ll fascinate your customers with red carpet service Sally Hogshead author of Fascinate 501 Ways to Roll Out the Red Carpet for Your Customers is power packed with proven ready to implement action ideas to enhance your customers experience You ll find examples from a variety of fields from healthcare banking and entertainment to small business retail and entrepreneurial ventures 501 Ways to Roll Out the Red Carpet for Your Customers will give you helpful tips to Make red carpet service a first and lasting impression Get your team red carpet ready Inspire positive word of mouth by delivering wow Handle service recovery with style Employ creative marketing ideas and social media savvy Using the plethora of tips tricks and techniques in this book you don t have to reinvent the customer service wheel just roll out the red carpet

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