

# Legendary Service



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*The Key Is to Care*

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*Dedicated to all who believe  
legendary customer service is the  
critical link to making any  
organization successful*

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Research shows customers return because of the way the people make them *feel*.

Sounds simple enough—let your customers know you care.

So, if demonstrating care for customers is so important and so simple, why isn't every organization doing it? After all, we all know it's far more cost-effective to keep the customers you have than to recruit new customers continuously to replace them.

Turn the page and meet Kelsey Young, a determined, optimistic young woman who is finishing her business degree while working part-time at Ferguson's, a discount store chain where happy customers are in short supply. Kelsey learns through her Legendary Service course at a local university that caring for customers is a fundamental part of business success. Longing to prove she has a future with Ferguson's and can help the company face the threat of an intimidating competitor, Kelsey works with her department manager to change things for the better. Through some surprising turns, Kelsey discovers how Legendary Service, or the lack of it, can shape an organization's future in a significant way—and how one person really *can* make a difference.

Now more than ever, it's time for people in organizations to learn to care for their customers. And you will, by reading this book and applying the ICARE model—the same model we've trained to top clients for years. Customer-facing employees will learn that no matter what level they are in the organization, they have the power to create a loyal, returning

## Introduction

customer with each and every interaction. And leaders will discover how creating a Culture of Service begins with practicing a service mindset with their people so they will care for customers in a way that can significantly impact the organization's bottom line. Whether a CEO or a part-time employee like Kelsey, every person can make a difference—and customer service, both internal and external, is *everyone's* job.

I'm thrilled to have worked on this book with Kathy Cuff and Vicki Halsey, who are coauthors of our Legendary Service customer service training program and two of our company's top trainers and consultants. Kathy and Vicki have spent years teaching clients from every industry that even when you have a great product, you're only as successful as your customer service—and that Legendary Service creates loyal customers who come back for more.

When all is said and done, it really *is* simple—the key is to *care*. So put your feet up, enjoy the story, and let us show you how.

—Ken Blanchard  
coauthor of  
*The One Minute Manager*®



# Legendary Service



# 1

## A Frustrating Transaction

**I need to return this** coffeemaker I bought a few weeks ago,” the customer said, handing the sales associate the appliance in an open box.

“May I ask the reason for the return?” asked the young associate.

“Yes—the coffee doesn’t come out as hot as I’d like it. I’ve already bought a different brand at another store, and I need a refund or a credit. I can’t find the receipt.”

“Not a problem,” said the salesperson with a smile. “I just need to get a signature from the manager on duty and I’ll be right back.” She turned and headed toward the service desk.

The manager frowned as the young woman approached him and placed the coffeemaker box on the counter.

“We can’t take this back, Kelsey,” he said as he lifted the top flap and glanced inside. “It’s been used. Is there a receipt?”

“No.”

“Then it’s a definite no. We have no idea how long the customer has had it.”

Kelsey protested. “But wait—last week, Laurie told me small appliances could always be returned for store credit, no matter what, if the customer wasn’t satisfied.”

“Not without a receipt,” said the manager. “I’m surprised Laurie told you that—she’s been at this desk longer than I have.” He pushed the box toward Kelsey. “Just tell the customer it’s store policy—we can’t take back used appliances without a receipt.”

When Kelsey explained to the customer what the manager on duty had said, the woman glared at her with annoyance.

“How could I know what kind of coffee this made without opening it and using it? And every other place gives store credit when I don’t have a receipt. Your policies don’t make sense.” She picked up the box and began to turn away, then looked back at Kelsey. “And you said there wouldn’t be a problem.”

“I’m so sorry,” said Kelsey. She felt like such a jerk as she watched the woman walk away. That customer wasn’t coming back—and Kelsey didn’t blame her.