



The Service Journey

Susan J. Hoekstra

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Do the secrets to delivering excellent service seem elusive and impossible? Have you done everything you can think of to improve your service delivery with mixed results? This no-nonsense, straightforward approach to delivering excellent service will give you the direction and confidence needed to get you and keep you on track. Peppered with humor and the chagrin that only real service experiences can provide, Susan shows how to align your organization's behavior with your vision, avoid missteps and develop a customized 12-step service strategy that differentiates your firm, business, or department's service delivery from your competition.

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