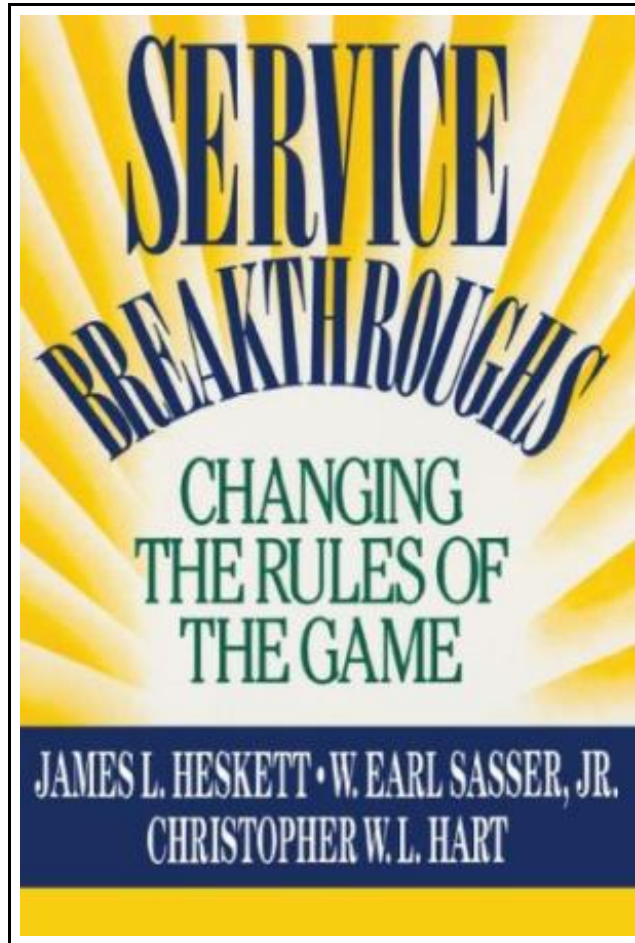


## Service Breakthroughs



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## SERVICE BREAKTHROUGHS



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Free Press. Paperback. Condition: New. 306 pages. Dimensions: 9.0in. x 6.0in. x 1.0in. What Do Citicorp, UPS and Marriott have in common? They are breakthrough service providers, firms that changed the rules of the game in their respective industries by consistently meeting or exceeding customer needs and expectations. To find out how these companies do it, service management experts James Heskett, Earl Sasser, and Christopher Hart put the question to the chief executive officers of fifteen of America's leading service firms attending a workshop at the Harvard Business School. Breakthrough leaders, they discovered, think very differently about their businesses than do their competitors, in distinct and well-defined ways. Now, in *Service Breakthroughs*, based upon five years of exhaustive research in fourteen service industries, Heskett, Sasser, and Hart show exactly what enables one or two companies in each industry to constantly set new standards for quality and value that force competitors to adapt or fail. At the heart of breakthrough performance, the authors contend, is a sometimes intuitive but thorough understanding of the self-reinforcing service cycle that replaces traditional management of trade-offs. The cycle is a paradigm derived from the research results suggesting direct links between heightened customer satisfaction, increased customer retention, augmented sales and profit, improved quality and productivity, greater service value per unit of cost, improved satisfaction of service providers, increased employee retention, and further heightened customer satisfaction. With detailed examples and dramatic case studies of Mark Twain Bancshares, American Airlines, Florida Power and Light, Federal Express, McDonalds and many other companies, Heskett, Sasser, and Hart show how this self-reinforcing cycle of behavior differentiates breakthrough leaders from their merely good competitors. The authors describe how breakthrough managers develop counterintuitive, even contrarian, strategic service visions. These companies define their service concept in terms of results achieved for customers rather than services performed...



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