

501 Ways to Roll Out the Red Carpet for Your Customers: Easy-to-Implement Ideas to Inspire Loyalty, Get New Customers, and Make a Lasting Impression

By Donna Cutting

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Employ creative marketing ideas and social media savvy.

Using the plethora of tips, tricks, and techniques in *501 Ways to Roll Out the Red Carpet for Your Customers*, you don't have to reinvent the customer-service wheel--just roll out the red carpet!

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Editorial Review

"This is more than a book, it is a continuous resource for anyone who wants to take their customer service to the highest level possible. Donna draws on her extensive experience working with companies to create red carpet service. This book belongs on the desk of every leader and in the mind of anyone who impacts customer loyalty."

--Barry Banther, best-selling author of *A Leader's Gift*

"Customer service is everyone's job. It's not a department. It's a philosophy. This outstanding book provides anyone, in any job, in any size company ideas to help you deliver first rate customer service, build customer confidence and keep your customers AMAZED!"

--Shep Hyken, *New York Times* best-selling author of *Amaze Every Customer Every Time*

"I LOVE this book! If your organization needs a new burst of energy to re-ignite everyone's commitment to service, this is the book for you. Donna has shared myriads of simple, practical, immediately actionable ideas from nearly every possible industry to delight both customers and employees. So, my advice--buy a copy for everyone and let the new show (Act Two!) begin!"

--Barbara A. Glanz, Hall of Fame Speaker and author of *The Simple Truths of Service*
Donna Cutting is the founder and CEO of Red-Carpet Learning Systems, Inc., a consulting firm that provides tools and training to help leaders engage their teams to deliver world-class customer service. She's a popular keynote speaker, and her experience as an actress clearly informs her high-energy, theatrical, and comedic speaking style. She is the author of *The Celebrity Experience: Insider Secrets to Delivering Red-Carpet Customer Service* (Wiley, 2008). As a speaker and consultant she works with a wide variety of clients, including those in healthcare, senior living, entertainment, retail, financial services, pharmaceuticals, and others. Donna happily lives in Asheville, North Carolina, with her husband, Jim, and their two dogs, Moxie and Tonks.

From reader reviews:

Bobby Morrison: What do you in relation to book? It is not important along with you? Or just adding material if you want something to explain what the ones you have problem? How about your time? Or are you busy man or woman? If you don't have spare time to try and do others business, it is make one feel bored faster. And you have spare time? What did you do? All people has many questions above. They should answer that question simply because just their can do this. It said that about e-book. Book is familiar on every person. Yes, it is suitable. Because start from on pre-school until university need this kind of 501 Ways to Roll Out the Red Carpet for Your Customers: Easy-to-Implement Ideas to Inspire Loyalty, Get New Customers, and Make a Lasting Impression to read.

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James Wendler: Spent a free time and energy to be fun activity to perform! A lot of people spent their spare time with their family, or their friends. Usually they performing activity like watching television, planning to beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Do you want to something different to fill your own free time/ holiday? Could possibly be reading a book is usually option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of e-book that you

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