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Frances Frei

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Uncommon Service: How to Win by Putting Customers at the Core of Your Business. By: Frances Frei and Anne Morriss. Format: Print ShareBar. Abstract. Most companies treat service as a low-priority business operation, keeping it out of the spotlight until a customer complains. Then service gets to make a brief appearance—for as long as it takes ...

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An excerpt from the book, Uncommon Service: How to Win by Putting Customers at the Core of Your Business by Francis Frei and Anne Morriss. Truth Number 1: You Can't Be Good at Everything.

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Uncommon Service makes one especially good point, which is that the customer service experience involves trade offs, where you can do some things well, but not all. While this is an important point, the remainder of the book tends to fall increasingly flat, with fewer additional ideas that could be considered new and unique.

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