Discussing Raving Fans, part 2 Discover what the customer wants Talking with your staff about applying customer service

I believe the most critical point of this chapter is that customers who are silent or who

- How can we demonstrate that we will listen to their input, act on it and thus make it worth their time and effort to communicate with us?
- How can we ensure we are "hearing" not only what they are verbalizing, but also what they are implying which may be more important?