
AFFINITY in CUSTOMER SERVICE™

PEOPLE FIRST, ALWAYS.

Regular Reading

Reading not only expands your knowledge but also strengthens your cognitive function. It improves focus, enhances comprehension skills, and encourages analytical thinking. Dedicate a part of your daily routine to reading – it could be industry-related materials, self-development books, or even fiction.

Here is a list of recommended books for customer service professionals that includes a wide variety of perspectives, methods, and philosophies:

1. **"The Affinity Principle | People First, Always: A Formula for Business Success Through Mindful Leadership"** by Grant Ian Gamble: This book gives readers a fresh and holistic view on building relationships and customer engagement, utilizing the AFFINITY formula.
2. **"Delivering Happiness: A Path to Profits, Passion, and Purpose"** by Tony Hsieh: This book explores how Zappos CEO Tony Hsieh built a unique corporate culture dedicated to employee happiness and superior customer service.
3. **"The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets"** by Micah Solomon: Solomon gathers insights from top hospitality leaders, providing readers with great insights into providing excellent customer service in the hospitality industry.
4. **"Be Our Guest: Perfecting the Art of Customer Service"** by The Disney Institute: This book provides a behind-the-scenes look at Disney's exceptional customer service and gives practical advice on how any business can achieve the same.
5. **"Raving Fans: A Revolutionary Approach to Customer Service"** by Ken Blanchard & Sheldon Bowles: The authors provide an innovative approach to customer service, suggesting that simply satisfying customers is not enough, and businesses should aim to create "raving fans."
6. **"The Effortless Experience: Conquering the New Battleground for Customer Loyalty"** by Matthew Dixon, Nick Toman, and Rick DeLisi: This book offers fascinating insights into what really drives customer loyalty, emphasizing the importance of making customers' experiences as effortless as possible.

7. "Customer Satisfaction is Worthless, Customer Loyalty is Priceless" by Jeffrey Gitomer: Gitomer provides a range of strategies for converting satisfied customers into loyal ones.

8. "Hug Your Customers: The Proven Way to Personalize Sales and Achieve Astounding Results" by Jack Mitchell: Mitchell, a successful retailer, shares his approach to customer service that involves personalizing interactions with customers and literally embracing them.

9. "The Service Culture Handbook: A Step-by-Step Guide to Getting Your Employees Obsessed with Customer Service" by Jeff Toister: A guide that offers a step-by-step blueprint for creating and sustaining a culture of remarkable customer service.

These books can provide invaluable insights and techniques for anyone seeking to improve their skills and understanding in customer service. Remember, continual learning is a key aspect of professional growth.