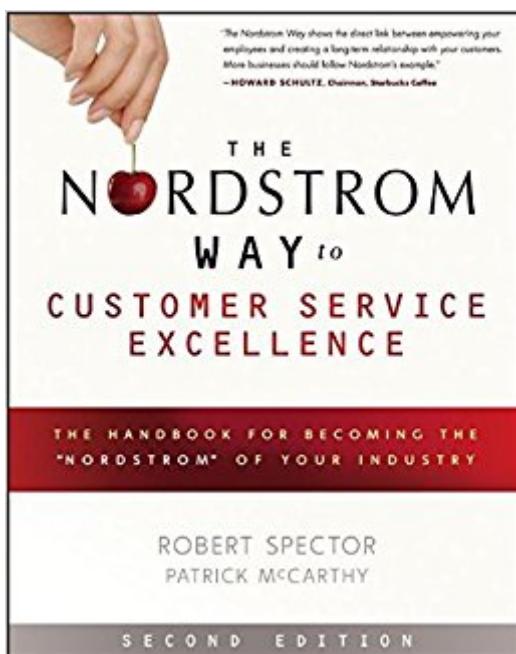


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# The Nordstrom Way To Customer Service Excellence: The Handbook For Becoming The "Nordstrom" Of Your Industry



## **Synopsis**

The Nordstrom Way shows the direct link between empowering your employees and creating a long-term relationship with your customers. More businesses should follow Nordstrom's example. "Howard Schultz, Chairman, Starbucks Coffee Virtually every company wants to be the Nordstrom of their industry. Nordstrom is one of only five companies to make Fortune's "best companies to work for" and "most admired" list every year the surveys have been taken. Despite its position in the hard-hit retail sector, Nordstrom, with 193 stores in 28 states, never experienced a quarterly loss during the recent economic downturn. The Nordstrom Way to Customer Service, Second Edition explains what every business can learn from the world's most famous customer-service-driven company. New material in this revised edition includes: "How To Become The Nordstrom Of Your Industry" Tools for creating a customer-driven culture Chapters on Nordstrom's online customer service and the innovative social commerce features of its website Breakthroughs on Nordstrom's multi-channel approach to customer service Nordstrom follows a set of principles that has made it a leader in its industry. Discover what endears Nordstrom to its customers, and learn how to apply those same standards to your company.

## **Book Information**

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## **Customer Reviews**

This book, The Nordstrom Way, has been on my wishlist for a couple years and for the holidays I decided to buy it for myself. The book does a good job presenting the history and founding of the Nordstrom department store. The meat of this book, comes in discussing how Nordstrom really wow's their customers. Some could say there are other great companies out there that provide

impeccable service, Marriott, Disney and even this website, .com. However, there's a difference between good customer service and going above and beyond to truly meet the needs of and satisfy your customers. This book basically lays out in a 'here's how you do it' way, how to reproduce the success of Nordstrom. The sad thing is, this message falls on deaf ears. A fine example in the book discusses a very popular department store, that when facing a Nordstrom store opening in their area, suggested to their employees that they would have to start smiling at and acknowledging customers in the store. Better yet, this popular department store produced a three hour training video regarding how to 'imitate' the service that one would receive from Nordstrom. This book is a great read if you really want to find out what it takes to become a cornerstone in your market, the standard for service in your industry. The author lays out such things that the greats like Marriot, Disney and used to do like Nordstrom, however a sunken economy and falling profits soon changed these greats. Examples would include using strictly word of mouth advertising and not wasting money on big TV spots, or focusing on providing world class customer service instead of touting how you are becoming the world's most customer centric company. There's a big difference between being customer-driven and customer-focused.

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