

Contents

<i>Preface to the Second Edition</i>		<i>vii</i>
<i>Acknowledgments</i>		<i>xi</i>
<i>Introduction</i>		<i>xiii</i>
Chapter 1	The DNA of Service Excellence	1
Chapter 2	The Leadership Actions	17
Chapter 3	The Service Improvement Team	21
Chapter 4	Developing the Service Improvement Core Tools	45
Chapter 5	Communication	73
Chapter 6	Training and Education	89
Chapter 7	Interviewing and Selection	115
Chapter 8	Measurement	141
Chapter 9	Recognition	169
Chapter 10	Service Obstacle System	183

vi CONTENTS

Chapter 11	Accountability	201
	<i>Conclusion</i>	225
	<i>Index</i>	231