



Mercedes-Benz. Driven to delight (Spanish Edition)

Joseph A. Michelli

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De Joseph A. Michelli, autor bestseller #1 de The New York Times.

El plan que ayudó a hacer de Mercedes-Benz una de las organizaciones más efectivas del mundo en el servicio al cliente.

El sólo nombre de **Mercedes-Benz** hace que te imagines lujo, innovación, calidad y desempeño, pero se necesita algo más que un producto de clase mundial para **superar a la competencia**. Por eso, los ejecutivos de Mercedes-Benz crearon experiencias únicas para sus clientes que estuvieran alineadas con sus autos legendarios.

Mercedes-Benz Driven to Delight revela el **plan de acción** que utilizó esta compañía en Estados Unidos para catapultar a la empresa al primer lugar en los rankings de estudios nacionales de **satisfacción al cliente**, al tiempo que mantuvo el crecimiento del negocio. Esta es la historia de cómo la organización supo identificar los deseos, necesidades y sueños de sus clientes.

En este libro aprenderás cómo:

- Crear una gran visión para generar experiencias excepcionales al cliente.
- Identificar las necesidades cambiantes, requerimientos y deseos de tus clientes.
- Trazar los recorridos de tus clientes clave y los puntos de contacto de alto valor.
- Evaluar la percepción del cliente durante todo el proceso de servicio.
- Resolver sus necesidades con rapidez y mejorar constantemente el proceso de entrega.
- Asociar las recompensas y el reconocimiento con una excelente experiencia del cliente en tu organización.
- Con valiosas lecciones aprendidas directamente de los empleados de Mercedes-Benz, testimonios de fanáticos de la marca e innumerables consejos para crear tu propio mapa del éxito, este libro te muestra cómo afinar tu estrategia de negocios, deleitar a tus clientes e inyectarle combustible a tu equipo en el mediano y el largo plazo.

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