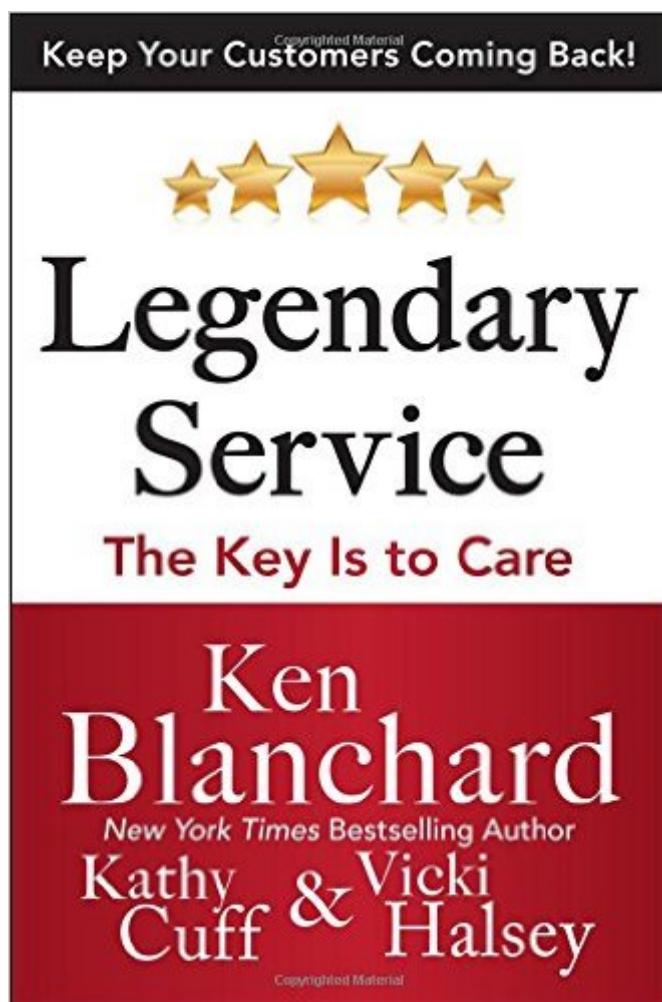


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# LEGENDARY SERVICE: The Key Is To Care



## **Synopsis**

Take care of your customers - or someone else will! Legendary Service Great customer service is a concept organizations love to be known for. Yet most people consider the service they receive to be average, at best. Successful companies make the connection between legendary customer service and a thriving business--they recognize that the way employees treat customers is directly related to the way managers treat employees. Kelsey Young is an optimistic but disillusioned sales associate working her way through college. Her world opens up when one of her professors challenges her to create a culture of service at her workplace by putting the five components of Legendary Service into practice. Although Ferguson's, the store where Kelsey works, certainly isn't known for service excellence, Kelsey believes she can make a positive difference. She quickly learns that culture change isn't easy--and that her role as a frontline employee is more significant than she ever could have imagined. In characteristic Blanchard style, *Legendary Service: The Key Is to Care* is a quick and entertaining read for people at all organizational levels in every industry. When applied, its lessons will have a profound impact on the service experience your customers will receive. Whether a CEO or a part-time employee, every person can make a difference--and customer service is everyone's job.

## **Book Information**

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## **Customer Reviews**

Have been a Ken Blanchard fan for many years dating back to the One Minute Manager. His collaborations with strong co-authors just work and we know it is as much about Ken himself

seeking to learn new things as it is sharing that knowledge with others. This book brings the allegorical style of the One Minute Manager to Legendary Service. This means the message is in an easy to read and share format that makes for a compelling and fast read. That said, the message remains very powerful and easy to apply to any business. We applied the Legendary Service program to our business in late 2012 and early 2013 to help unify disparate cultures from multiple acquisitions. This was an all associate launch that started at the top with executives, continued with training for all our local leaders and then included everyone in our company. We had a very positive response to the program and have continued it with ongoing in-house new hire training and multiple levels of reinforcement in our associate meetings, intranet and performance review process. This book fit in beautifully as another level of reinforcement and we purchased a bunch of copies to share with our local leaders to help them continue on the path to Legendary Service. One of the things I love about Legendary Service is that it is at least as applicable to personal life and relationships as it is to business. I heartily recommend the program and the book to any reader interested in enhancing service, team spirit and business results and even your personal and family relationships. When we ALL consider one another as Customers, we all win.

Although I have only read a few books by Ken Blanchard, I am a fan of what he has to say. LEGENDARY SERVICE is a quick read on the value of customer service. It opens with the main character, Kelsey, dealing with an unhappy Ferguson's customer. Things clearly are not good at Ferguson's. Employee moral is low and customers are not happy. In addition, a competitor is building a new store in the same town as Ferguson's. Kelsey happens to be taking a college course on customer service. The professor teaches the principles of ICARE, which stand for ideal ServiceCulture of ServiceAttentivenessResponsivenessEmpowerment. Kelsey takes what she learns from her college class and tries to apply them at Ferguson's and the challenges she faces in trying to do so. It's a nice little story and I enjoyed reading it. I wish the businesses I come in contact with on a daily basis would read and apply the ICARE principles expressed in this short fictional story.

Ken Blanchard is a brilliant consultant with real, practical background history. I felt that he nailed it in this book. Years of following Ken as he has morphed and evolved in explaining his strategy make him better and better. I would highly recommend this book. The service we face in many of our business experiences today is nothing short of pitiful in some circumstances. This is a refreshing look and motivating to be different.

To care is to serve. To serve is to care. When we serve without caring it is reflected in our attitude. Regardless of whether we are performing a service in business, family, or friends. Use the ICARE model to help you figure out how to care and serve. William TehInvestor | Author | EntrepreneurTTTrends Investments

This book is cheesy. Once you get past all the cheddar though, it's pretty gouda. Jokes aside, this is a great book about caring for your customers and clients. I was already a fairly customer service focused individual, and I took a lot away from this book. The only terrible thing is that it reads like a motivational seminar, hence the cheese. (Also, I just read another Blanchard associated book "Who moved my cheese" which is even more cheesy, but does a good job at helping people see the upside of change in their surroundings)

Legendary Service is exactly what is advertised. This is a quick read, with multiple gems, where anyone in the new corporate paradigm can glean relevant, productive, perspective for engaging people where they are and growing a service culture. I am a huge Ken and Margie Blanchard fan. Ken brings his "you're going to make an A" ethos into this captivating journey of a beginning service champion. Vicki Halsey is the best "Legendary" teacher I have ever met. The ICARE model is user-friendly, immediately grasp, and easily transferable to any setting where a team needs a place to start. I have recently moved to a new company and new position. I have shared the book with key player from the top to mid management. The ICARE model will be our template for the future. This book has been the tool used to move us forward toward a new culture of service. I would advise anyone hoping to engage customers, create sales, and maintain sustainable relationship, to grab this book quickly and share it often. Service is the key to this generation of productivity, sustainability, and competitive advantage! 5 Star, Classic KBC

In 1982 I wondered how I'd sell science equipment to schools. Lacking a plan, I thought I'd show up and listen. This worked well, except for the odd teacher who'd say, 'Well, what do you want?'! Most people like to talk, in the presence of someone who wants to listen. I enjoyed hearing their needs, and I did everything I could to help. But, I felt alone, for there was supposedly some way to 'sell', and I didn't know it. The other day, in an hour or so, I enjoyed Legendary Service, with a nice 'Yes! I was right, all along'. On page 7 is the injunction, 'Use names, Talk about something else, Be friendly!' I very much like talking about something else, but why? How does it help? There's a lot to say here, from allowing the other to be more than an economic unit I can make a bob off. I wish I had this

book 30 years ago, then I'd give it five stars.

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