



Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value

W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett

[Download now](#)

[Click here](#) if your download doesn't start automatically

Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value

W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett

Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value

W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett

In this pathbreaking book, world-renowned Harvard Business School service firm experts James L. Heskett, W. Earl Sasser, Jr. and Leonard A. Schlesinger reveal that leading companies stay on top by managing the *service profit chain*.

Why are a select few service firms better at what they do -- year in and year out -- than their competitors? For most senior managers, the profusion of anecdotal "service excellence" books fails to address this key question. Based on five years of painstaking research, the authors show how managers at American Express, Southwest Airlines, Banc One, Waste Management, USAA, MBNA, Intuit, British Airways, Taco Bell, Fairfield Inns, Ritz-Carlton Hotel, and the Merry Maids subsidiary of ServiceMaster employ a quantifiable set of relationships that directly links profit and growth to not only customer loyalty and satisfaction, but to employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer loyalty; (2) employee loyalty and customer loyalty; and (3) employee satisfaction and customer satisfaction. Moreover, these relationships are mutually reinforcing; that is, satisfied customers contribute to employee satisfaction and vice versa.

Here, finally, is the foundation for a powerful strategic service vision, a model on which any manager can build more focused operations and marketing capabilities. For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship between customer loyalty measured by the "depth" of a relationship, the number of banking services a customer utilizes, and profitability led the bank to encourage existing customers to further extend the bank services they use. Taco Bell has found that their stores in the top quadrant of customer satisfaction ratings outperform their other stores on all measures. At American Express Travel Services, offices that ticket quickly and accurately are more profitable than those which don't. With hundreds of examples like these, the authors show how to manage the customer-employee "satisfaction mirror" and the customer value equation to achieve a "customer's eye view" of goods and services. They describe how companies in any service industry can (1) measure service profit chain relationships across operating units; (2) communicate the resulting self-appraisal; (3) develop a "balanced scorecard" of performance; (4) develop a recognitions and rewards system tied to established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service profit chain performance.

What difference can service profit chain management make? A lot. Between 1986 and 1995, the common stock prices of the companies studied by the authors increased 147%, nearly twice as fast as the price of the stocks of their closest competitors. The proven success and high-yielding results from these high-achieving companies will make *The Service Profit Chain* required reading for senior, division, and business unit managers in all service companies, as well as for students of service management.

 [Download Service Profit Chain: How Leading Companies Link P ...pdf](#)

 [Read Online Service Profit Chain: How Leading Companies Link ...pdf](#)

Download and Read Free Online Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett

From reader reviews:

Dale Burt:

The experience that you get from Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value is the more deep you searching the information that hide inside the words the more you get enthusiastic about reading it. It doesn't mean that this book is hard to know but Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value giving you joy feeling of reading. The copy writer conveys their point in selected way that can be understood by anyone who read the item because the author of this e-book is well-known enough. This kind of book also makes your personal vocabulary increase well. That makes it easy to understand then can go along with you, both in printed or e-book style are available. We propose you for having this kind of Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value instantly.

Anthony Wood:

The book Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value will bring you to definitely the new experience of reading the book. The author style to describe the idea is very unique. In case you try to find new book you just read, this book very suitable to you. The book Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value is much recommended to you you just read. You can also get the e-book from your official web site, so you can easier to read the book.

Richelle Johnson:

As we know that book is very important thing to add our knowledge for everything. By a guide we can know everything we really wish for. A book is a set of written, printed, illustrated or perhaps blank sheet. Every year seemed to be exactly added. This reserve Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value was filled regarding science. Spend your free time to add your knowledge about your research competence. Some people has diverse feel when they reading any book. If you know how big selling point of a book, you can truly feel enjoy to read a book. In the modern era like currently, many ways to get book you wanted.

Bernice King:

That reserve can make you to feel relax. That book Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value was multi-colored and of course has pictures on there. As we know that book Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value has many kinds or genre. Start from kids until adolescents. For example Naruto or Investigation company Conan you can read and think you are the character on there. Therefore , not at all of book are usually make you bored, any it offers you feel happy, fun and loosen up. Try to choose the best book for you personally and try to like reading which.

Download and Read Online Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett #7N83SKJX0ZG

Read Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value by W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett for online ebook

Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value by W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value by W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett books to read online.

Online Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value by W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett ebook PDF download

Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value by W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett Doc

Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value by W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett Mobipocket

Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value by W. Earl Sasser, Leonard A. Schlesinger, James L. Heskett EPub