

Free essay about raving fans

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In the world that we live in today, customer service is the king. This is the reason why the businesses of yore who put the customer second no longer exist. Highlighting the importance of customer service is exactly what the book 'Raving Fans' by Ken Blanchard does. During the course of the book, we come across the 'Area Manager', the protagonist who simply does not know where to start. The manager's woes are, thankfully, eased by Charlie, the 'fairy godmother' of customer service. The godmother goes on to explain the three secrets of customer service that turn customers into fans.

The book presents an immensely important lesson which tells us that treating the customer as merely the 'receiver' of an end product is no longer applicable today. For me especially, Raving Fans describes exactly what I need to know about the basics of customer service so that I can apply these basics in my restaurant business. For all the lessons it provides though, I believe that the 'three secrets' highlighted can be the key to my restaurant's success.

The first lesson, satisfying customer needs through the business's vision is vital. For a restaurant especially, meeting, and exceeding, customer expectations of factors such as taste and quality of service are of paramount importance. In addition, researching the wants of the customer is also necessary. A restaurant offers only certain types of foods that make it stand out. It would be impossible to satisfy a variety of wants; therefore, focusing on a few core aspects is necessary. Lastly, the third secret, vision plus one percent, is key as well. A restaurant thrives on word of mouth. In order to ensure this happens though, existing customers should be provided with

levels of quality that not only satisfy their expectations, but exceed them.

I believe that with the application of these lessons, I can create a restaurant that will convert customers into fans.

Works Cited

Blanchard, Ken, and Sheldon Bowles. Raving Fans: A Revolutionary Approach to Customer Service. 1 edition ed. -: William Morrow, 1993. Print.