

## Additional Resources

- [Customer Expectations worksheet](#)
- [Customer Access Strategy worksheet](#)
- [Seven Aspects of Service and Metrics worksheet](#)
- [The Stunning Stats Behind Employee Engagement](#)
- [Measuring Customer Satisfaction: CSAT, CES and NPS Compared](#)
- [Gallup's Employee Engagement Survey](#)
- [Quality Standards, Why You Won't Catch Cinderella Smoking](#)
- [Hiring for Service: It's Time for a Rethink](#)
- [Beware Others' Benchmarks](#)
- [The Trait All Successful Service Leaders Share](#)
- [Four Levers of Innovation in Customer Experience](#)
- [Customer Service Statistics](#) (various)

## Books

- *Good to Great* by Jim Collins
- *The Ultimate Question 2.0* by Fred Reichheld and Rob Markey
- *The Effortless Experience* by Matthew Dixon, Nick Toman, and Rick DeLisi
- *Customer Experience 3.0* by John Goodman
- *The Service Culture Handbook* by Jeff Toister
- *Contact Center Management on Fast Forward* by Brad Cleveland

## Author Blog and Newsletter

- [Brad's Blog](#)
- [The Edge of Service](#) (Brad's newsletter)