



# Shift Happens: Bridging The Gap Between Awful And Awesome Customer Service

*Stephanie Wood*

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**Shift Happens: Bridging The Gap Between Awful And Awesome Customer Service** Stephanie Wood  
Are You Ready to Bridge the Gap? Shift Happens shows you how. You will learn the techniques to manage the intricacies of delivering awesome customer service. The book identifies four important conceptual shifts that managers must make to enhance the organization's customer service culture. 1st Shift Use lessons from the past to refocus on meeting customers and employees first need-to be served by well-trained, knowledgeable, and valued staff. 2nd Shift Reconcile generational differences and focus on building a culture of superior internal customer relations. 3rd Shift Replace negative assumptions about staff's ability to perform with a renewed focus on effective management practices to support their desire to excel. 4th Shift Recognize that shift happens when customer service is viewed by the entire organization as a continuous strategic planning process and not an event that happens at the point-of-sale. Enjoy making a shift happen, Stephanie Wood

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