



The Nordstrom Way to Customer Service Excellence: The Handbook For Becoming the "Nordstrom" of Your Industry

By Robert Spector, Patrick D. McCarthy

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The Nordstrom Way shows the direct link between empowering your employees and creating a long-term relationship with your customers. More businesses should follow Nordstrom's example.

—Howard Schultz, Chairman, Starbucks Coffee

Virtually every company wants to be the Nordstrom of their industry. Nordstrom is one of only five companies to make Fortune's "best companies to work for" and "most admired" list every year the surveys have been taken. Despite its position in the hard-hit retail sector, Nordstrom, with 193 stores in 28 states, never experienced a quarterly loss during the recent economic downturn. *The Nordstrom Way to Customer Service, Second Edition* explains what every business can learn from the world's most famous customer-service-driven company.

New material in this revised edition includes:

- "How To Become The Nordstrom Of Your Industry"
- Tools for creating a customer-driven culture
- Chapters on Nordstrom's online customer service and the innovative social commerce features of its website
- Breakthroughs on Nordstrom's multi-channel approach to customer service

Nordstrom follows a set of principles that has made it a leader in its industry. Discover what endears Nordstrom to its customers, and learn how to apply those same standards to your company.

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Editorial Review

From the Back Cover

Praise for *The Nordstrom Way*

"The Nordstrom Way shows the direct link between empowering your employees and creating a long-term relationship with your customers. More businesses should follow their example."

—**HOWARD SCHULTZ, Chairman, Starbucks Coffee**

"Offers lessons on achieving extraordinary customer service born from three decades of Robert Spector's study of Nordstrom. This book will give you everything you need to take your service culture to the next level. The payoff, as Nordstrom knows, is sustainable profits through the loyalty and evangelism of those you serve!"

—**Joseph Michelli, PhD, New York Times #1 bestselling author of *The Zappos Experience***

"Businesses should use this book as a primer on making and keeping happy, satisfied customers."

—**J. W. Marriott, Jr., Chairman and Chief Executive Officer, Marriott International**

If you want to become the Nordstrom of your industry, this is your guidebook. One of only five companies to make *Fortune*'s "best companies to work for" and "most admired" list every year the surveys have been taken, Nordstrom never experienced a quarterly loss during the recent economic downturn. *The Nordstrom Way to Customer Service Excellence, Second Edition* explains what every business can learn from the world's most respected customer service–driven company.

This handbook includes a wealth of new resources for managers and trainers, including assessment tools, exercises for improving teamwork and morale, and the secrets of Nordstrom's top-selling salespeople. New material in this revised edition includes:

- New chapters on online customer service and the innovative social commerce features of Nordstrom's website
- Breakthroughs on Nordstrom's multichannel approach to customer service
- Tools for creating a customer-driven culture
- And more!

About the Author

ROBERT SPECTOR is a bestselling business book author, international speaker, and consultant on Nordstrom's principles of customer service. His clients include companies such as Charles Schwab, Infiniti, Pfizer, Humana, and Wells Fargo. He has written for the *New York Times*, the *Wall Street Journal*, and *Sports Illustrated*. For more information or to contact Robert, visit www.RobertSpector.com.

PATRICK McCARTHY was with Nordstrom for more than thirty years and retired as the company's all-time top-performing salesperson.

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