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Hello!: And Every Little Thing That Matters

By Kate Edwards



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Hello! And Every Little Thing that Matters will transform the way businesses interact with customers – delivering a big impact with small ideas. Impactful ideas for businesses on how to treat their customers, from saying Hello to everyone who you encounter to making sure the chairs in your place of business are comfortable.



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Editorial Review

Review

"Edwards, a consultant, provides useful guidelines for customer service. ... The book emphasizes an understanding of customer service as a conversation. ... The book is written in a conversational tone with engaging examples. Summing Up: Recommended. All readership levels." (E. G. Ferris, Choice, Vol. 54 (2), October, 2016)

Review

"As a man of details, I found great value in every little bit of this insightful guide. Drawing on her years of service in our profession, Kate demonstrates how the golden rule of restaurants is really the golden rule for everything. Even the smallest matters matter. That's true in the kitchen and the dining room, but it also holds in the world beyond." ?Thomas Keller, Chef/Proprietor, Thomas Keller Restaurant Group

"Service that is personal and genuine is one of the few differentiators left in business. This book provides you with a detailed roadmap on how you can create a culture of service that will not only differentiate your business but bring customers back again and again." ?Chester Elton, New York Times Best-selling author, All In and What Motivates Me

"When you roll out the red carpet for your customers, they'll run out and bring you new customers! Kate Edwards understands the link between service and sales. In Hello! And Every Little Thing That Matters, she has given us a manual filled with the actionable steps and the tiny details that create a world class customer experience. Every leader of a service organization should buy this book." ?Donna Cutting, Author, 501 Ways to Roll Out the Red Carpet for Your Customers

"In Hello! And Every Little Thing That Matters Kate Edwards has done a masterful job of distilling 'on the job experience' into concise and practical information that is useful to anyone in business. This is a great read for those interested in providing the very best service to their customers." ?Philip H. Jones, President and CEO, Jones Dairy Farm

"Kate Edwards breaks down the essential ingredients for exceptional customer service. Hello! recognizes the importance of attracting people who share your core values and making sure they understand that, above all, 'service is the engine of sales' for successful and profitable companies." ?Robert Spector, author and speaker, The Nordstrom Way to Customer Service Excellence

"Kate's wonderful book is the one our industry has been waiting for! As Kate amply demonstrates, the best service comes from a deep place of wanting to treat others with warmth, graciousness and skill and she has created a compelling text for how to translate this impulse into a consistently excellent mode of doing business." ?Katy Sparks, Chef/Owner, Katy Sparks Culinary Consulting and Tulley Road Foods

"Kate is my spirit animal in the hospitality industry. One I aspire to be. She is bright and present in every

moment, yet calm and introspective all the same. For years I've wondered what it is that makes her up into this incredible woman, inspired coach and marvelous manager. Now I realize it's not just a few big things that define her and the secret to it all, it's Every Little Thing That Matters!" -Christina Tosi, Chef/Owner, Milk Bar

From the Back Cover

We're often told 'Don't sweat the small stuff' but in customer service, author Kate Edwards reminds us that the small stuff is exactly what customers remember and gives them a reason to become regulars. It all starts with 'Hello,' which not only requires a response but also sparks a conversation and initiates a relationship between the client and the business. Maintaining a quality relationship with your customers involves paying attention to the details: things like uncomfortable chairs, dirty glass doors, and pervasive odors negatively impact the customer experience. Further, this book answers the bigger question of 'what service is' and 'why service is important' and also shares tips and tricks for making a positive impression on your guests and staff. Ultimately, customers want to know that their experience matters, and Edwards offers sound advice about how to convey this message to customers by paying attention to detail and making the little things count. Readers will receive insights, such as the author's concept of 'I Notice = I Care,' which can help transform your team from generally good into generally great service ambassadors. *Hello! And Every Little Thing That Matters* will inspire you to deliver service that makes a difference and that makes your business come alive.

Users Review

From reader reviews:

Barbara Stewart:

Book is usually written, printed, or illustrated for everything. You can understand everything you want by a e-book. Book has a different type. As we know that book is important thing to bring us around the world. Close to that you can your reading skill was fluently. A publication Hello!: And Every Little Thing That Matters will make you to become smarter. You can feel far more confidence if you can know about every thing. But some of you think that open or reading the book make you bored. It isn't make you fun. Why they might be thought like that? Have you looking for best book or ideal book with you?

Roberto Senn:

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Dennis Haney:

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