

Good Services: How to Design Services That Work

By Whitney Hess

In today's competitive business landscape, it's more important than ever to provide excellent customer service. But what does it take to create a service that truly works? In her book *Good Services*, Whitney Hess shares her insights and advice on how to design services that are effective, efficient, and enjoyable to use.



Good Services: How to Design Services that Work

by Louise Downe

★★★★☆ 4.6 out of 5

Language	: English
File size	: 3595 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 226 pages
Screen Reader	: Supported



Hess begins by explaining the importance of understanding your customers. She emphasizes the need to conduct research and gather data in Free Download to understand their needs, wants, and pain points. Only then can you start to design a service that meets their needs.

Once you have a good understanding of your customers, Hess walks you through the steps of designing a service. She covers topics such as:

- **Identifying the problem** that your service will solve.
- **Developing a solution** that meets the needs of your customers.
- **Testing your solution** to make sure it works effectively.
- **Implementing your solution** and making it available to your customers.
- **Evaluating your solution** to make sure it is meeting the needs of your customers.

Hess also provides advice on how to create a service culture in your organization. She emphasizes the importance of creating a customer-centric culture that values empathy, collaboration, and innovation.

If you're looking to improve the quality of your customer service, then Good Services is a must-read. Whitney Hess provides practical advice and insights that can help you design services that work.

What People Are Saying About Good Services

"Good Services is a must-read for anyone who wants to create a service that truly works. Whitney Hess provides clear, concise, and actionable advice that can help you improve the quality of your customer service." - Marty Cagan, author of Inspired

"Whitney Hess has written a masterpiece on service design. Good Services is full of insights and advice that can help you create services that are effective, efficient, and enjoyable to use." - Jared Spool, author of Web Analytics: An Hour a Day

"Good Services is a practical guide to designing services that work. Whitney Hess provides a wealth of information and advice that can help you improve the quality of your customer service." - Luke Wroblewski, author of Web Form Design

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