

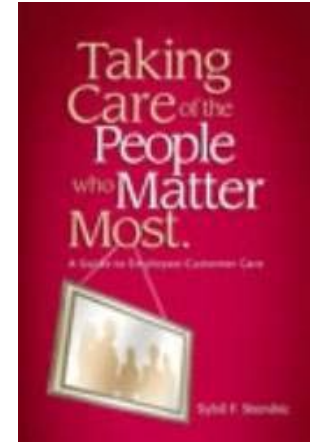
Book Review:

Taking Care of the People Who Matter Most: A Guide to Employee-Customer Care

By Sybil F Stershic

Employees play a critical role in maintaining and enhancing customer relationships and are truly the most powerful medium for conveying the brand to customers. Yet, in many organizations that profess to be customer-focused, employees are often considered as an afterthought. That's the reason author Sybil Stershic, a nationally known marketing and organizational adviser to business and non-profits, has written a new book, *Taking Care of the People Who Matter Most: A Guide to Employee-Customer Care*.

Stershic, who specializes in employee and customer care, presents a strong argument as to why employers, managers and their HR departments need to increase their focus on their internal organization structure - more specifically, their employees – and realize that their employees are an integral part of the success chain.



Taking Care of the People Who Matter Most is a book about how managers and supervisors can create and maintain working environments that foster great employee satisfaction and motivate employees to achieve high levels of customer service. This book provides business leaders with the foundation, the tools and the examples needed to leverage this critical connection.

For example, in Chapter 2 Stershic shows how successful organizations gain employee commitment. Her numerous examples of what other companies are doing (from special “thank you” kits to “think like a customer” signs over doorways) provide an excellent “idea board” for readers to consider.

In her chapter on “Building a Strong Employee-Customer Connection,” the author offers a list of customer relationship tools that any employer or administrator can use. She’ll make you sit back and ask yourself questions such as: Do I do a good job at giving my employees the “big picture”? Do I share enough customer information with my employees? Do I provide opportunities for my non-sales staff to interact with our customers? Are we too involved in our operations and not enough in people? Stershic cites one example where a nursing home implemented a highly successful “adopt a resident” program for staff members.

Taking Care of the People Who Matter Most is a book about how your “internal marketing” programs should be focused on continually improving two types of relationships - one being the relationship *between* your employees and your customers, and the other the relationship *among* your employees. Her “How to Make It Happen” chapter and her “Tips for Success” are sure to help managers in any size organization successfully gain employee buy-in and desire to take the best possible care of their customers – and themselves.

This book is published by Windsor Media Enterprises and is available on their Website at www.wmebooks.com