



From Mindless to Mindful: How to Create Memorable Service Experiences (Paperback)

By Draji Fozard

Insomniac Press, Canada, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.How did a former bank executive and a kid from a car wash cross paths to discover a shared passion for crafting memorable customer experiences? From Mindless to Mindful answers this question while weaving together their lessons learned over two vastly different careers. Their stories are real and compelling—they transcend boundaries between industries, the nature of businesses, and generational gaps. In today's global marketplace, products and pricing are becoming less distinguishable. Organizations are discovering that great customer service is no longer enough—it takes more. From Mindless to Mindful will sharpen your focus on what really matters to the people who grow your business. You will gain fresh insights on building a culture where delivering memorable customer experiences is in the heart and mind of every manager and employee.

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