

What people are saying about

WOO, WOW, AND WIN

Service Design, Strategy, and the Art of Customer Delight

Woo, Wow, and Win provides far and away the most comprehensive advice I have seen for designing and operating service companies. It is a book I hope every leader in every service business reads and acts upon.

Tim Brown, CEO of IDEO and author of *Change by Design*

Woo, Wow, and Win is a roadmap for success in a landscape being rapidly transformed by technology and entrepreneurship.

Steve Case, Chairman and CEO of Revolution, author of *The Third Wave: An Entrepreneur's Vision of the Future*

Woo, Wow, and Win shows how to make the connection between strategic opportunity, business design, and customer satisfaction. The principles of service design are the pathway to a more profitable future--and happier customers. This is the book that service business executives have been waiting for.

Ram Charan, advisor to CEOs and boards, author of *The Attackers Advantage*.

Here is a long overdue manual for using the cohesiveness and power of design thinking to optimize every interaction your business has with its customers. You'll not only understand why Service Design is as important as product design--you'll have a new perspective on what makes a company unique.

Beth Comstock, Vice Chair, GE

Tom Stewart's and Patricia O'Connell's exceptional book is a convincing testimony to the power of having service strategies that are as unique and differentiated as product strategies.

www.woowowwin.com | info@woowowwin.com
harper.business@harpercollins.com

It provides deep insights into how you can develop your customers and retain them with superior service. It's a must read!

Bill George, Senior Fellow at Harvard Business School, former Chair & CEO of Medtronic, and author of *Discover Your True North*

Anyone who wants to get or keep customers would do well to heed the advice in these smart, incisive pages. Service design is an idea whose time has come.

Marshall Goldsmith, executive leadership coach and author, *Triggers* and *What Got You Here Won't Get You There*

In a world reshaped by cloud computing, smart phones, and the Internet of things, everything is digital, and everything is a service. *Woo, Wow, and Win* shows how any business can use Service Design to capitalize on these trends to engage customers, enlist employees, and delight shareholders.

Geoffrey Moore, author *Crossing the Chasm* and *Zone to Win*

It's impossible to operate a successful business without mastering your service design, and it is difficult to master without this book. There is tremendous wisdom and clarity in its pages, making a complex subject both inspiring and immediately useful. *Woo, Wow, and Win* is an essential, urgent read.

Stan Slap, *New York Times* bestselling author of *Bury My Heart at Conference Room B*.