



Zingerman's Guide to Giving Great Service

Ari Weinzweig

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*Entrepreneurial phenomenon Ari Weinzweig, co-founder of the much-loved Zingerman's Deli, shares the secrets to providing world-class customer service. Zingerman's in Ann Arbor, Michigan, is a beloved deli with some of the most loyal clientele around. It has been praised for its products and service in media outlets far and wide, including the *New York Times*, *Men's Journal*, *Inc. Magazine*, *Esquire*, *Atlantic Monthly*, *USA Today*, and *Fast Company*. And what started out as a small deli has grown to a flourishing restaurant, catering service, bakery, mail-order operation, creamery, and training business.*

Booming business and loyal customers are proof enough that the Zingerman's team knows a thing or two about customer service. Now in *Zingerman's Guide to Giving Great Service*, co-founder Ari Weinzweig shares the unique Zingerman method of treating customers, giving the reader step-by-step instructions on what to teach staff, how to train them, how to implement the training, how to measure their success, and finally, how to reward performance.

Some of Zingerman's time-tested principles:

- Customers who get a great product but poor service won't be as loyal as those who are disappointed with a product but get great service.
- You'll get more complaints if people believe you care enough to listen to them. And that's a good thing.
- Employees who are rewarded, respected, and well cared for treat customers the same way.

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