A guide to achieving excellence in service delivery

With real-life examples and plenty of practical tips, the book *How to Get Things Right* will show you how to implement the Service Problem Driven Management (SPDM) model to improve your company's service delivery.

May 17, 2019

In Beatriz Muñoz Seca's previous book, *How to Make Things Happen*, we learned that knowledge is the fundamental driver of service efficiency.

The professor's new book, *How to Get Things Right*, follows four very different companies in the finance, gas and tourism sectors as they implement her model for Service Problem Driven

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Management (SPDM) to improve their operations.

With real examples and plenty of practical tips, anecdotes and actionable ideas for real-life implementation, this book will teach executives to:

- explore hidden capacity;
- implement new ideas by transforming pop-ups into prototypes;
- discover knowledge pills to accelerate learning;
- develop service modules and problem tracks; and
- put problem-solving at the heart of excellent service delivery.

By unblocking service problems and overcoming the challenges often encountered along the way, this book aims to show managers how to make things happen and, more important, how to get them right.

READ ALSO: A CEO's mantra: Stop customers from suffering

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