Managing Expectations

"It's the sort of book that, in conjuring up your own past failures, prompts you to slap your forehead and cry, 'Of course! That's where I went wrong!'... The subject is especially timely given the business world's current exhortations to listen to the voice of the customer. ... *Managing Expectations* is not just a compilation of missed cues and human foibles, and Karten does not believe that simply recognizing the problem is sufficient. ... *Managing Expectations* is a worthy addition to the customer-focused curriculum. For IS folks in search of the common wavelength, it should more than meet expectations." —*CIO Magazine*

"If the people crash, it does not matter that the program runs. The purpose of Karten's book is to make the people run."

-Nicholas Zvegintzov, Software Management News

"Karten does a great job of identifying why customer expectations are not met. . . . This is good reading not only for information professionals, but for anyone involved with pleasing customers."

-Randy Rice, Software Quality Advisor

"... some people in the industry are beginning to realize that we are not in the toy business, but the service business....

"One of the earliest of those few visionaries is Naomi Karten, author of *Managing Expectations*....

"We thought that as our technical prowess grew, our customers would be happier, but they aren't. To match our increasing ability to produce excellent systems, we need to increase our ability to manage our customers' expectations. Naomi Karten's pioneering book teaches us how to do it."

-Gerald M. Weinberg, from the Foreword

About the Author



Naomi Karten is an international speaker, seminar leader, author, and consultant, specializing in helping organizations improve their service strategies and customer relations. She is editor of the free newsletter *Perceptions & Realities*, and is president of Karten Associates (www.nkarten.com) based in Randolph, Massachusetts. Her other Dorset House book is *Communication Gaps and How to Close Them*.

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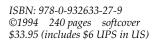
• START ANYWHERE

Related Reading Index

Managing Expectations

Working with People Who Want More, Better, Faster, Sooner, NOW!

by Naomi Karten *foreword by* Gerald M. Weinberg



Action-Oriented Advice to Mesh Your Customers' Expectations with Your Own

People have expectations. Your clients, for example. Sometimes their expectations of you seem unreasonable. Sometimes *your* expectations of them seem just as unreasonable (in their eyes).

The problem is that these mismatched expectations can lead to misunderstandings, frayed nerves, and ruffled feathers. More seriously, they often lead to flawed systems, failed projects, and a drain on resources. Left unmet, customer expectations can destroy the success of our products and services.

Managing Expectations shows how to identify expectations and suggests ways to gain more control of them. In today's turbulent business world, understanding and meeting your customers' expectations is indeed a challenge, and it's not hard to understand why: Expectations affect a range of interactions, including service responsiveness, service capability, product functionality, and project success.

Expectations are difficult to control and impossible to turn off. However, by learning to identify and influence what your customers expect, you can dramatically improve the quality, impact, and effectiveness of your services.

Contents include sections on communication skills, information gathering, policies and practices, building win-win relationships, as well as a concluding chapter on how to formulate an action plan.

Read more about this book at www.dorsethouse.com/books/me.html

MANAGING EXPECTATIONS Working with People Who Want More, Better, Faster, Sconer, NOW!