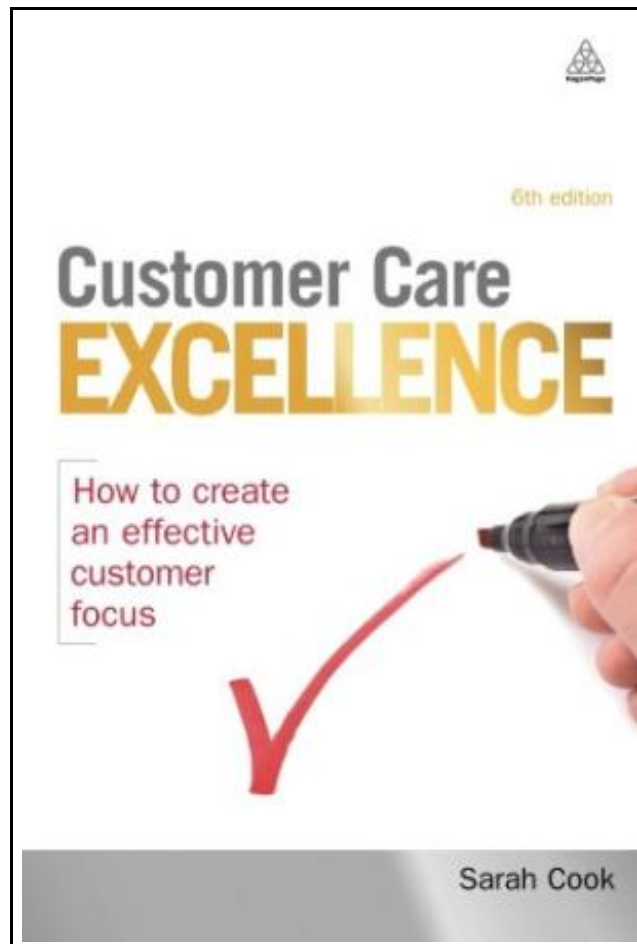


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CUSTOMER CARE EXCELLENCE, SIXTH EDITION: HOW TO CREATE AN EFFECTIVE CUSTOMER FOCUS



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Kogan Page Limited/Viva Books, 2011. Softcover. Book Condition: New. First edition. Today's consumers are sophisticated, well informed and have high expectations of the services they want to receive. They want greater choice, speed of service, convenience and will not be "sold to" or manipulated. Companies that do not face up to these changes will lose market share. This fully updated sixth edition of Customer Care Excellence recognizes these trends and demonstrates in a clear, practical way how to develop and sustain a customer-service focus. The book places great emphasis on the strategic aspects of customer care ? gaining commitment, listening to customers, developing a customer-care ethos and motivating employees to deliver excellent service ? ensuring successful results. It explains how to exceed customer expectations at the front line, creating a memorable customer experience and encouraging an emotional connection with the brand. This edition also includes: ? investigation into the effects of blogging and social networking on customer behavior ? additional information on how employee engagement leads to customer engagement ? new material on employee training methods, covering the use of podcasts, webcasts and videos ? updated international case studies, plus new examples from Virgin, Aviva and eBay This fully updated edition is essential reading for all those in business looking to improve their customer care, and consequently improve profits, employee morale, standing and reputation. Contents: An introduction to customer care : Service in a competitive environment ? The changing nature of customer service ? Changing customer behaviour and expectation ? Customer retention ? What is excellent service? ? Personal versus material service ? Embracing change ? Contact centres ? The internet ? Social networking ? Customer Relationship Management (CRM) ? How to create a customer focus ? The service/value chain ? Summary ? Action checklist ? How managers need to...



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