

Customer Care Excellence: How to Create an Effective Customer Focus: Volume 6 (Customer Care Excellence: How to Create an Effective Customer Care)

Sarah Cook

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6th edition

Customer Care **EXCELLENCE**

How to create
an effective
customer
focus



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Sarah Cook : Customer Care Excellence: How to Create an Effective Customer Focus: Volume 6 (Customer Care Excellence: How to Create an Effective Customer Care) before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Care Excellence: How to Create an Effective Customer Focus: Volume 6 (Customer Care Excellence: How to Create an Effective Customer Care):

1 of 1 people found the following review helpful. Nine helpful rules for achieving customer satisfactionBy Rolf DobelliCustomers' collective buying power can make or break any company. While this may not be news to businesses, customers themselves are now realizing their collective strength and flexing their muscles. That makes customer satisfaction and retention even more crucial. Sarah Cook does a great job of showing the business impact of keeping your customers happy. She cites pivotal studies and tells numerous stories from actual companies to prove her thesis. In unembellished textbook style, she explains what really matters to consumers and how some companies have made their operations more customer-centric. While the book is slightly repetitive, it is also practical and informative. getAbstract recommends it to anyone who wants to build repeat customers and boost employee morale.

Customer loyalty is essential to the long term financial success of your business, but with more choice than ever before, customers today have high expectations of the products and services they use. To continue to meet - and even to exceed - these high expectations, you need a top notch customer services system in place, and Customer Care Excellence will enable you to achieve just that. In clear, practical language, this book takes you through how you can develop and sustain a customer-service focus within your company. Emphasizing both strategic and practical aspects of customer care, Customer Care Excellence explains how gaining customer commitment and motivating employees to deliver an excellent service at all your company's touch points can ensure successful results and satisfied customers. This fully revised and updated edition includes new material examining the impact of social networking on customer behaviour and the emotional connection customers have with the brand, explaining how you can create a memorable customer experience. Author Sarah Cook takes you through the practical steps necessary to create a culture of customer focus and, crucially, shows how employee engagement leads to customer engagement.