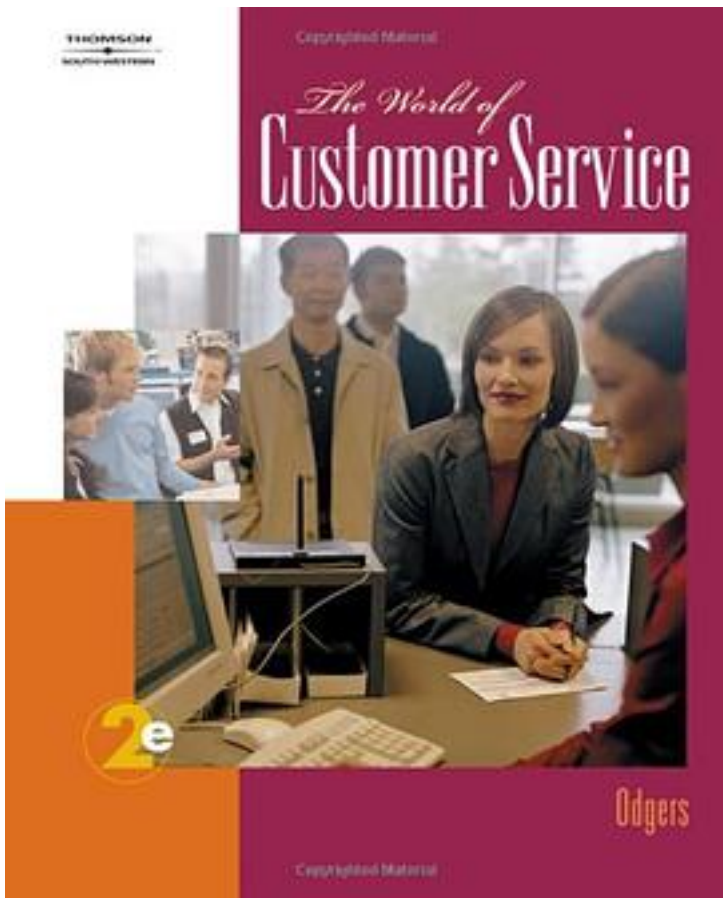


The World of Customer Service



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著者:Odgers, Pattie

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For continued customer loyalty, every member of an organization needs to be involved in delivering excellent customer service. "The World of Customer Service, 2/e" teaches exemplary customer service tactics used by professionals in all types of organizations. Reflecting current concepts and tips, this practical text focuses on strategies for

reaching company goals, dealing with problems and complaints, winning back customers, and creating loyal customers. It emphasizes the importance of effective communication and collaboration techniques with a wide range of customer-focused activities.

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