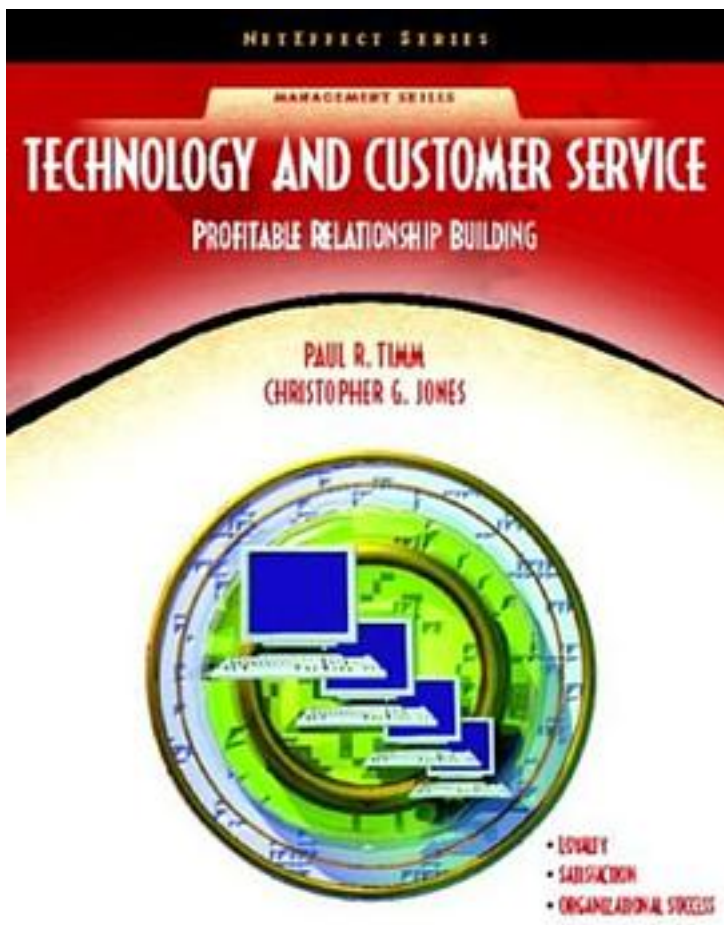


# Technology and Customer Service



[Technology and Customer Service 下载链接1](#)

著者:Timm, Paul R.; Jones, Christopher G.

出版者:

出版时间:2004-5

装帧:

isbn:9780130989901

For courses in Technical Customer Service, Marketing, and Sales. Addressing the use of current technology in building customer loyalty such as call centers, web pages, and customer relationship management (CRM), this easily readable text explains how

technology can enhance customer loyalty by exceeding expectations in small but significant ways. Techno-savvy readers will find this text provides a concise review of the mechanics and a liberal dose of application ideas. For those who are less familiar with technology, the material will teach basics needed to develop and sustain customer loyalty.

作者介绍:

目录:

[Technology and Customer Service\\_ 下载链接1](#)

标签

评论

-----  
[Technology and Customer Service\\_ 下载链接1](#)

书评

-----  
[Technology and Customer Service\\_ 下载链接1](#)