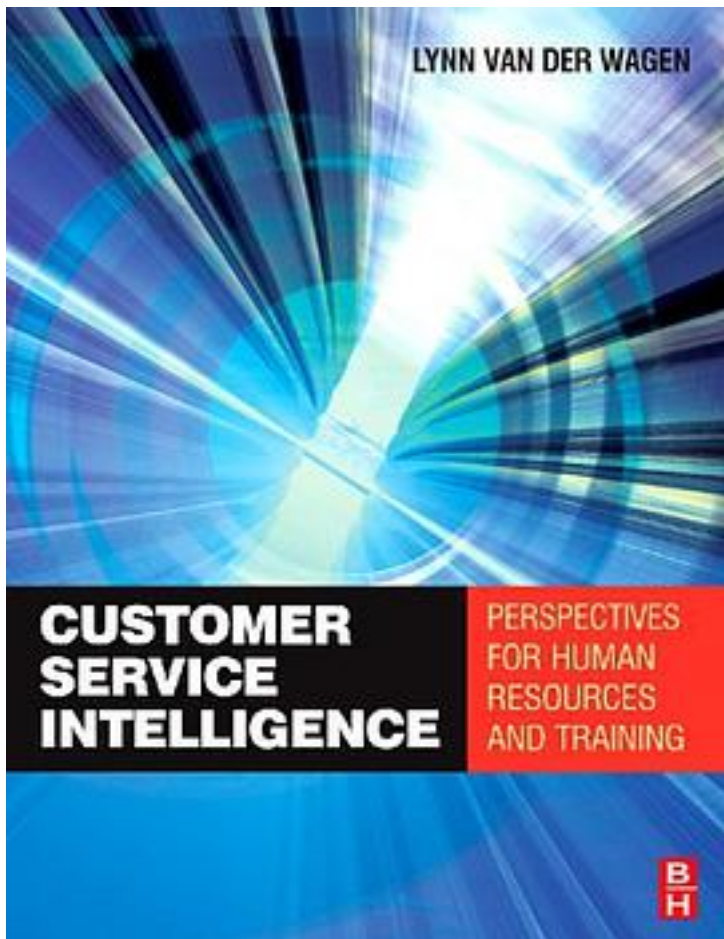


Customer Service Intelligence



[Customer Service Intelligence_ 下载链接1](#)

著者:Merilynn Van Der Wagen

出版者:Butterworth-Heinemann

出版时间:2007-11-27

装帧:Paperback

isbn:9780750681902

"Customer Service Intelligence" uses a wide range of management and educational theories to provide different approaches that can be incorporated as part of the customer service trainer's toolkit. Concepts such as: emotional intelligence; behavior

modification; role modeling; dimensions of procedure and conviviality; expectancy theory; socio-cultural concepts of (service) community; and, customer service as dynamic 'object' in activity theory. Zen mindfulness all form the basis of training design in different contexts. Some trainers are dealing with new employees in fast food environments, others are retraining engineers in customer service provision as part of a strategic marketing initiative. This book enables the trainer to review the context for training and select the most appropriate approach to take. The training design is thus carefully thought through for maximum impact on the audience. Professionalism in customer service training is essential for the growth of many industries. This complex and challenging task is assisted by these perspectives, recommendations and case studies. This book features: a wide range of management and educational theories provide different approaches for the customer service trainer; case studies and examples bring customer service intelligence to life; and, takes customer service training to a new level, viewing customer service as a complex social interaction.

作者介绍:

目录:

[Customer Service Intelligence_ 下载链接1](#)

标签

评论

[Customer Service Intelligence_ 下载链接1](#)

书评

[Customer Service Intelligence_ 下载链接1](#)