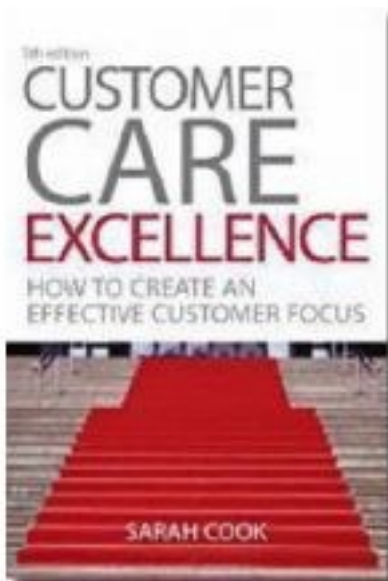


Customer Care Excellence



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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 products and services. 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 new edition also includes new material on how online technology has affected customer service and employee and customer engagement, illustrated with new examples from Tesco, John Lewis and ebay.

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