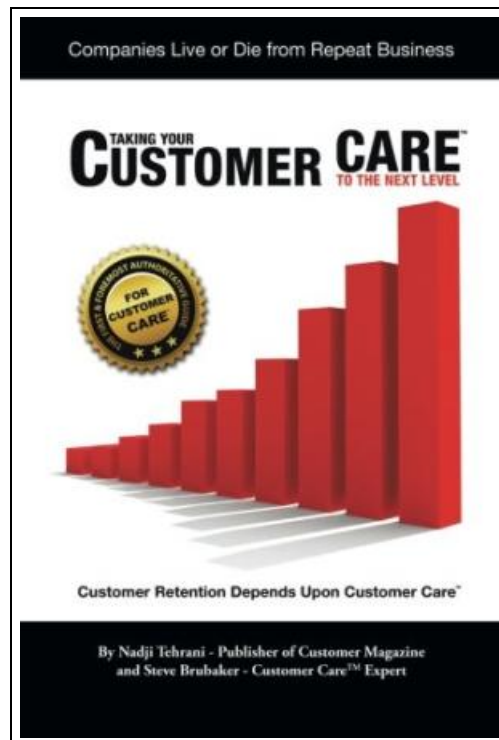


Taking Your Customer Care to the Next Level: Customer Retention Depends Upon Customer Care (Paperback)



Filesize: 6 MB



Reviews

This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf.
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TAKING YOUR CUSTOMER CARE TO THE NEXT LEVEL: CUSTOMER RETENTION DEPENDS UPON CUSTOMER CARE (PAPERBACK)



AUTHORHOUSE, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Companies spend big money and significant resources to acquire new customers while they tend to give little thought about how to hold onto clients who are heading for the exits. That s a mistake. Businesses need to change their thinking on this front and retool their strategies to dedicate more time and effort to retain the customers they already have. They can do that by elevating the customer experience. The new book Taking Your Customer Care™ to the Next Level explains how. Authors Nadji Tehrani and Steve Brubaker, both Customer Care™ experts, take readers on a journey that explores the importance of repeat business, and how to go the extra mile to keep customers coming back. The book looks at the role of content, leadership, listening, marketing, mobile, people, personalization, social media, training, and video in Taking Customer Care™ to the Next Level. Customer experience has become a hot topic in recent years, and companies are pushing the message that they are keenly focused on CX. But for all the talk about this subject, there are very few organizations out there today that deliver truly Next-Level Customer Care™, Tehrani and Brubaker note in their new book. Ironically, as we searched for relevant experiences of companies with extraordinary Customer Care™, we had great difficulty finding more than a handful of companies that have truly put the complete package together for Taking their Customer Care™ to the Next Level, the authors write. The bottom line is that customers today, for the most part, simply are not being wowed by the companies with which they do business. There are, of course, a few rare exceptions to that rule. The book illustrates the first point by sharing...

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