

Achieving Excellence Through Customer
Service
8th edition
By
John Tschohl

Achieving Excellence Through Customer Service

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Summary : Free achieving excellence through customer service pdf download - if you've heard and read all you want to know about how bad service is in the world and how important service is to customers and to your bottom line you may be ready for a little action this is the 8th edition and has been updated with 2011 information after many recent articles and books dealing with the need for quality service few business managers remain unconvinced many however remain unequipped to express their commitment in action the mission of this book is to equip the already convinced to implement the already proved service is a strategy as powerful as marketing and as potent as a quality product itself in the ongoing effort to realize the full profit potential of a company this book gives you detailed step-by-step knowledge that you can use in establishing profitable customer service strategies the profit-producing capability of an organization derives from impressions made by all employees on the organization's customers the means of creating these impressions are the quality and efficacy of the product or service that the employees sell the quality accuracy dependability and speed of their service and the warmth of their human relationships with customers training and motivation for people who actually deliver service and how-to-do-it implementation instructions are the twin i-beams supporting the substance of this book they are the reason this book was written the features that distinguish this book from other books on service among key benefits to readers of this book are hands-on ideas skills and techniques that can be used immediately knowledge about shaping employee attitudes a powerful competitive force moving a firm toward greater market share customer loyalty and profitability

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