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EFFECTIVE CUSTOMER CARE



Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, Effective Customer Care, Pat Wellington, "Effective Customer Care" is an essential guide to creating excellent customer service that will not only satisfy your customers and prompt orders, but also cement customer relationships and develop loyalty and thus increase profits. You will find out what really goes through a customer's mind when they look to purchase a product or service, and what might turn them away without you even realising it. If you...

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- Authored by Pat Wellington
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