

The World Of Customer Service

Author: Pattie Gibson / Category: Business & Economics /

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Summary: Free the world of customer service pdf download introduce your students to the exemplary customer service skills that are essential in all types of organizations today with the powerful practical and engaging presentation in gibson s the world of customer service 3rd edition this text demonstrates how effective customer service techniques can help your students and their organizations achieve critical goals deal with problems and complaints consistently exceed customer expectations and create loyal customers author pattie gibson focuses on the strategies most important in customer service today with insights and memorable examples from practicing professionals several new chapters in this edition highlight how to maximize revenue and customer satisfaction effectively solve problems and resolve complaints and better understand the impact and potential in today s social media students also gain new insights into establishing their own effective customer service habits this edition emphasizes the importance of effective global communication and collaboration techniques with a wide range of real customer-focused activities and actual business cases the new optional coursemate website for this edition reinforces concepts with interactive learning tools including a complete ebook videos and the unique engagement tracker for monitoring student outcomes help your students develop the customer service skills essential for professionals in all areas of business today with the world of customer service 3rd edition important notice media content referenced within the product description or the product text may not be available in the ebook version

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