



Customer Relationship Management Training (Marketing category)(Chinese Edition)

By YANG LI HUI

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 178 Publisher: China Labor and Social Security Publishing House Pub. Date :2006-6-1. This book is the Ministry of Labor and Social Security Training and Employment Department recommended materials for vocational college students teaching specialized courses and training by the Ministry of Labor and Social Security office to compile teaching materials. This book covers to find potential customers. customer information management. account management. customer experience management. customer satisfaction management. customer loyalty management and customer relationship management (crm) seven parts of the training topics. using the steps. case studies. simulation. graphics. presentation of relevant knowledge. focusing on specific. practical strategies and operational customer management skills. with strong practicality and maneuverability. Teaching hours in 40 hours or so. Written by Yang Lihui editor and is responsible for the overall framework to design. write the outline. first draft of the additions and deletions modify. draft and final system. Specific chapters of the book division is as follows: Yang Lihui (Module I. Module II. Module III). Li Weiping (Module IV. module VII). Pan Yiping (Module 5. Module 6). Written by Xiachang Xiang....



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