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# Learning the Art of Customer Service: Gaining Lasting Loyalty-Aiming Sustained Profitability

By F H Zuberi

Createspace, United States, 2013. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book is philosophical in the sense that it will make you rethink Customer Service, yet it is practical in value by giving you real tools that actually work-ones that are relevant to both small and large businesses. In addition, you will find hands-on activities in each chapter to apply what you have learned by putting things in your perspective. Thus, this book can be utilized in three ways: To be utilized as a guide for Customer Service training meant to be delivered at seminars, institutes, and organizations. To be utilized as a text for an introductory level business course with a focus on Customer Service, taught at a school, college, or university. To be utilized as a teach yourself resource to learn the art of Customer Service and to discuss what you learn with your colleagues in meetings or focus groups. You will discover and learn: the 3C-the key factors behind the Customer Service multi-billion dollar industry; the formula to calculate the actual worth of your customer; the 360 model-unlocking the hidden code of CUSTOMER SERVICE ;...



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