

1. Record Nr.	UNINA9910337783803321
Autore	Stauss Bernd
Titolo	Effective Complaint Management : The Business Case for Customer Satisfaction // by Bernd Stauss, Wolfgang Seidel
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-319-98705-4
Edizione	[2nd ed. 2019.]
Descrizione fisica	1 online resource (496 pages)
Collana	Management for Professionals, , 2192-810X
Disciplina	658.812
Soggetti	Customer relations - Management Customer services Strategic planning Leadership Customer Relationship Management Customer Service and Call Center Business Strategy and Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Complaint Management in a Customer-Oriented Firm -- Complaints -- The Behavior of Dissatisfied Customers -- Principles of Complaint Management -- Strategic Planning of Complaint Management -- Complaint Stimulation -- Complaint Acceptance -- Complaint Processing -- Complaint Reaction -- Complaint Evaluation -- Complaint-Management Controlling -- Complaint Reporting -- Utilization of Complaint Information -- Human Resource Aspects of Complaint Management -- Organizational Aspects of Complaint Management -- Technological Aspects of Complaint Management -- Social Media Complaints -- Implementing Active Complaint Management -- Quick Test Complaint Management.
Sommario/riassunto	This practice- and research-based book caters to the needs of executive managers who see customer satisfaction as their primary goal. The authors identify the need for an effective complaint management strategy that prevents the loss of dissatisfied customers. Dissatisfied customers are at risk of migrating; accordingly, neglecting

professional complaint management poses a considerable threat to customer relationships, sales and profits. The book offers a comprehensive management concept, which emphasizes direct contact with the complainant by employing complaint stimulation, acceptance, processing and reaction. Further, it discusses the relevant 'backstage' tasks involved in using complaint information to achieve quality improvements and cost reductions through complaint analysis, controlling and reporting. .

---