

1. Record Nr.	UNINA9910817346803321
Autore	Bell Chip R
Titolo	Wired and dangerous [[electronic resource]] : how your customers have changed and what to do about it / / Chip R. Bell, John R. Patterson
Pubbl/distr/stampa	San Francisco, : Berrett-Koehler Publishers, c2011
ISBN	1-60509-977-5 1-283-11517-4 9786613115171 1-60509-976-7
Edizione	[0 ed.]
Descrizione fisica	1 online resource (265 p.)
Collana	Bk Business
Altri autori (Persone)	PattersonJohn R <1951-> (John Rice)
Disciplina	658.8/12 658.812
Soggetti	Customer relations Customer services Customer loyalty Internet
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. The situation -- pt. 2. The resolution -- pt. 3. Suggestions for partnering with customers.
Sommario/riassunto	In an era of economic stress, rapid change, and social networking, customers are distracted, disgruntled, and harder to please than ever. Picky, Fickle, Vocal, Wired, and Vain - they have very little tolerance for error and are ready to spread the word quickly over the internet when things go wrong. If a company's customer service doesn't adapt to these new conditions, they will get burned by bloggers and viral videos that can severely damage their reputation. This book describes exactly what today's customers expect and how to give it to them. In Wired and Dangerous, Bell and Patterson provid