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Nota di contenuto	Intro -- Contents -- Introduction -- Part 1, Creating a culture of excellent customer service -- Ch1 Why good customer service is essential -- Ch2 Knowing your customers -- Ch3 Your customer service philosophy -- Ch4 Setting standards -- Ch5 Improving communication -- Ch6 Motivating your staff -- Ch7 Training and development -- Ch8 Measure, monitor and reward -- Ch9 Customer surveys -- Part 2, Techniques for successful customer service -- Ch10 Voice and telephone handling techniques -- Ch11 Appearance and body language -- Ch12 Listening -- Ch13 Questioning and interpreting needs -- Ch14 Assertiveness -- Ch15 Getting on the customer's wavelength -- Ch16 Dealing with the angry or difficult person -- Ch17 Steps to excetional service -- Ch18 Quickstart guide: Summary of key points -- Ch19 Troubleshooting -- Index.
Sommario/riassunto	This book takes you step-by-step the key elements of excellent customer service, and show you how your business can improve now and how to get your customers coming back for more.