

1. Record Nr.	UNISA996339134903316
Autore	Cook Sarah <1955->
Titolo	Customer care excellence : how to create an effective customer focus / / Sarah Cook
Pubbl/distr/stampa	London ; ; Philadelphia, : Kogan Page, 2008 London, England : , : Kogan Page, , 2008
ISBN	1-281-22892-3 9786611228927 0-7494-5351-6
Edizione	[5th ed., Fully updated.]
Descrizione fisica	1 online resource (vi, 280 pages) : illustrations
Collana	Customer Care Excellence: How to Create an Effective Customer Care
Disciplina	658.812
Soggetti	Customer relations Customer services Total quality management
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 (p. [270-272]) and index.
Nota di contenuto	Contents; Preface; Acknowledgements; 1 An introduction to customer care; 2 How managers need to drive and support a service strategy; 3 Listening to customers; 4 Implementing a service excellence strategy; 5 Empowerment and ownership; 6 The internal customer; 7 Training and development for customer service; 8 Communications; 9 Recognition and reward; 10 Sustaining a customer focus; Additional sources of information; References; Index;
Sommario/riassunto	Customer Care Excellence explains how gaining customer commitment and motivating employees to deliver an excellent service at all your company's touch points can ensure successful results and satisfied customers. This new edition also includes new material on how online technology has affected customer service and employee and customer engagement