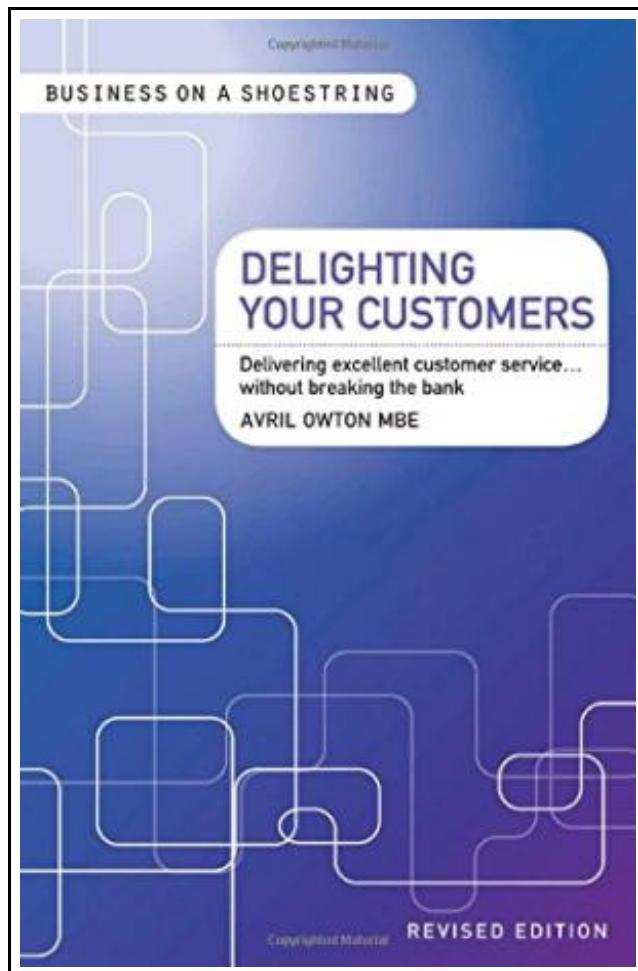


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Reviews

It is one of the best books. Indeed, it really is a page-turner, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Sofia Yundt)

DELIGHTING YOUR CUSTOMERS: DELIVERING EXCELLENT CUSTOMER SERVICE.WITHOUT BREAKING THE BANK

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Bloomsbury Publishing PLC, United Kingdom, 2011. Paperback. Book Condition: New. Revised edition. 196 x 128 mm. Language: English . Brand New Book. The Business on a Shoestring series helps small business owners grow their business imaginatively, effectively and without spending a fortune. Aimed at entrepreneurs with plenty of vision and commitment but not a lot of cash, each book is packed with ideas that really work, real-life examples, step-by-step advice and sources of further information. Your relationship with your customers is probably one of the most important you'll ever have. No business can survive without them, but reaching customers in the first place is a big challenge for small companies. This revised edition offers invaluable advice on: Understanding your customers, Asking for feedback and learning from it, Creating a customer service strategy, Hiring the right people, Setting up and implementing complaint processes, Adding a personal touch. Being creative. But making sure you can deliver and Learning from your competitors. .brimming with customer service delights, covering everything from understanding your customers expectations to handling their complaints. Management Today.



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