

## Strategic Customer Service Managing The Customer Experience To Increase Positive Word Of Mouth Build Loyalty And Maximize Profits

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~~Strategic Customer Service Managing the Customer ...~~

Learn to actively reach out, prevent problems, and resolve issues in ways that boost loyalty. Transform customer service into a strategic function, and reap benefits far exceeding investments—often 10 to 20 times more. Strategic Customer Service is a data-packed roadmap that shows you how. This new edition of a landmark book distills decades of research on the impact of great versus mediocre service.

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A customer service strategy is the foundation for a thriving service culture. Effective managers help employees understand the importance of the customer experience. Customer service objectives should be part of every organization ' s business goals. As well, those strategies should be incorporated into employee goals to ensure the organization reaches its customer service objectives.

~~7 Steps To Creating A Customer Service Strategy — The ...~~

Define Customer Management Strategy. Customer management is defined as the process of managing the relationship between an organisation, its people and its customers over time. For sustained success, it is important for companies to align their customer strategy with the company ' s aims and objectives. The profitability of a firm depends on its ability to identify, grow and retain profitable customers.

~~Define Customer Management Strategy — Customer Consulting ...~~

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Strategic Customer Service is such an easy read that, even at 249 pages, it can be completed in an evening. People involved in company strategy or customer service should drop what they are doing and read this five-star book now. For others, it provides an excellent perspective on the value of customer service.

~~Strategic Customer Service by John Goodman~~

Strategic customer service: managing the customer experience to increase positive word of mouth, build loyalty, and maximize profits. Goodman, John A. The success of any organization depends on high-quality customer service. But for companies that strategically align customer service with their overall corporate strategy, it can transcend ...

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In managing customer service relations, organization and confidentiality of private and personal customer data as well as marketing-specific data (demographic information, etc.) is of the utmost...

~~Customer Service Relationship Management and Customer ...~~

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