



Customer Care Excellence: How to Create an Effective Customer Focus: Volume 6 (Customer Care Excellence: How to Create an Effective Customer Care)

Sarah Cook

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Customer loyalty is essential to the long term financial success of your business, but with more choice than ever before, customers today have high expectations of the products and services they use. To continue to meet - and even to exceed - these high expectations, you need a top notch customer services system in place, and Customer Care Excellence will enable you to achieve just that.

In clear, practical language, this book takes you through how you can develop and sustain a customer-service focus within your company. Emphasizing both strategic and practical aspects of customer care, 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 fully revised and updated edition includes new material examining the impact of social networking on customer behaviour and the emotional connection customers have with the brand, explaining how you can create a memorable customer experience. Author Sarah Cook takes you through the practical steps necessary to create a culture of customer focus and, crucially, shows how employee engagement leads to customer engagement.

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