

amazon CUSTOMER SERVICE



Amazon This Week Customer Service

Harper W. Boyd

Amazon This Week Customer Service:

Managing Customer Relationships Don Peppers, Martha Rogers, 2010-12-30 MANAGING CUSTOMER RELATIONSHIPS A Strategic Framework Praise for the first edition Peppers and Rogers do a beautiful job of integrating actionable frameworks the thinking of other leaders in the field and best practices from leading edge companies Dr Hugh J Watson C Herman and Mary Virginia Terry Chair of Business Administration Terry College of Business University of Georgia Peppers and Rogers have been the vanguard for the developing field of customer relationship management and in this book they bring their wealth of experience and knowledge into academic focus This text successfully centers the development of the field and its theories and methodologies squarely within the broader context of enterprise competitive theory It is a must have for educators of customer relationship management and anyone who considers customer centric marketing the cornerstone of sound corporate strategy Dr Charlotte Mason Department Head Director and Professor Department of Marketing and Distribution Terry College of Business University of Georgia Don and Martha have done it again The useful concepts and rich case studies revealed in Managing Customer Relationships remove any excuse for those of us responsible for actually delivering one to one customer results This is the ultimate inside scoop Roy Barnes Formerly with Marriott now President Blue Space Consulting This is going to become the how to book on developing a customer driven enterprise The marketplace is so much in need of this road map Mike Henry Leader for Consumer Insights at Acxiom Praise for the second edition Every company has customers and that's why every company needs a reference guide like this Peppers and Rogers are uniquely qualified to provide us with the top textbook on the subject and the essential tool for the field they helped to create David Reibstein William Stewart Woodside Professor of Marketing The Wharton School University of Pennsylvania Customer Service on the Internet Jim Sterne, 1996-09-25 From managing your corporate image to organizing information and making it readily available to prospects this book explores both the technical and strategic issues of tapping into the very latest Web methods This book also provides a cost benefit analysis and makes recommendations on what type of information a company should provide over the Net Achieving Excellence Through Customer Service John Tschohl, 2011-09-22 If you've heard and read all you want to know about how bad service is in the world and how important service is to customers and to your bottom line you may be ready for a little action After many recent articles and books dealing with the need for quality service few business managers remain unconvinced Many however remain unequipped to express their commitment in action The mission of this book is to equip the already convinced to implement the already proved service is a strategy as powerful as marketing and as potent as a quality product itself in the ongoing effort to realize the full profit potential of a company This book gives you detailed step by step knowledge that you can use in establishing profitable customer service strategies The profit producing capability of an organization derives from impressions made by all employees on the organization's customers The means of creating these impressions are the quality and efficacy of the product or service that the employees

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