

The kindness revolution: the company-wide culture shift that inspires phenomenal customer service

Horrell, Edward, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20441561&lokasi=lokal>

Abstrak

Re-energize your company's customer service--and inspire greater customer loyalty--using the power of kindness.

Despite what some may think, the war against bad customer service will not be won on the front lines by changing specific techniques and processes at the customer contact level. Rather, it's a culture of kindness and consideration--up and down the entire organization--that fundamentally changes employee attitudes toward customers. It's what makes the difference between a short-term relationship and long-term customer loyalty.