

What to say to a porcupine: 20 humorous tales that get to the heart of great customer service

Gallagher, Richard S., author

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Abstrak

What do a demanding colony of porcupines, an upscale restaurant run by hyenas, and a famous medieval knight have in common? They are all part of one of the most entertaining and instructive books on customer service ever written. "What to Say to a Porcupine" takes twenty humorous stories based on Aesop's fables and uses them to illustrate fundamental principles of good customer service. This charming, delightful guide follows each story with a short discussion rich with real-world-examples and illuminating topics from, building customer relationships to how to motivate a service team. Fun, quick, and constructive, this is a guide anyone involved in customer service will want to add to their library.