

Delivering knock your socks off service

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Abstrak

Create a service advantage with the help of customer service guru Ron Zemke. In practical, easy-to-follow steps, learn trusted techniques and positive approaches that will inspire you to believe in the value of customer care and give you the skills and style to deliver it. This book takes these winning concepts to a new level with interactive features that enable you to turn the Knock Your Socks Off Service advantage to a competitive advantage in your own workplace. You will learn how to: ? See things from the customer's point of view ? Meet customer expectations and satisfy their needs ? Create a memorable experience for the customer ? Become easy to do business with ? Determine the right time to bend or break the rules ? Become a fantastic fixer and powerful problem-solver ? Cope effectively with "customers from hell" ? Avoid the ten deadly sins of customer service ? Formulate smart answers to tough customer questions. This is an ebook version of the AMA Self-Study course. If you want to take the course for credit you need to either purchase a hard copy of the course through amaselfstudy.