



# **Leitfaden Kundenservice: Exzellenter Service in allen Phasen des Kundenkontakts (Whitebooks) (German Edition)**

*Jacqueline Irrgang*

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Klar, der Kunde ist König, steht im Fokus immer und überall. Doch zu mehr als einem vollmundigen Versprechen reicht es bei vielen Unternehmen in Wirklichkeit nicht. In Verdrängungsmärkten kommt dies einer Todsünde gleich.

Das Buch vermittelt, wie Sie guten Service über alle Phasen des Kundenkontakts im Unternehmen aufbauen können. Systematisch und Schritt für Schritt. Wie ist ein Kundenservice-Center organisiert? Wie wird Qualität sichergestellt? Welche Strategien biete ich welchen Kunden? Wie werden Mitarbeiter qualifiziert? Auf alle wichtigen Fragen liefert das Buch knapp und kompetent Antwort.

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