

## Strategic Customer Service Managing The Customer Experience To Increase Positive Word Of Mouth Build Loyalty And Maximize Profits

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A customer service strategy is the foundation for a thriving service culture. Effective managers help employees understand the importance of the customer experience. Customer service objectives should be part of every organization's business goals. As well, those strategies should be incorporated into employee goals to ensure the organization reaches its customer service objectives.

~~7 Steps To Creating A Customer Service Strategy - The ...~~

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Strategic Customer Service is such an easy read that, even at 249 pages, it can be completed in an evening. People involved in company strategy or customer service should drop what they are doing and read this five-star book now. For others, it provides an excellent perspective on the value of customer service.

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In managing customer service relations, organization and confidentiality of private and personal customer data as well as marketing-specific data (demographic information, etc.) is of the utmost...

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profitable word-of-mouth machine that will transform the bottom line.

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