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# THE CUSTOMER SERVICE SOLUTION: MANAGING EMOTIONS, TRUST, AND CONTROL TO WIN YOUR CUSTOMER'S BUSINESS



McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Customer Service Solution: Managing Emotions, Trust, and Control to Win Your Customer's Business, Sriram Dasu, Richard B. Chase, You can understand consumer psychology to drive profits and growth. Want to know exactly what's driving your customer's behavior? Noe you can! The Customer Service Solution explains how consumers perceive services and shows you how to enhance the customer experience - every time. In this economic climate, the customer service experience...

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- Authored by Sriram Dasu, Richard B. Chase
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