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Le Service client

POUR LES NULS

- ✓ Les clés d'une stratégie de service gagnante
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- ✓ Les actions simples et payantes pour fidéliser le client
- ✓ Les solutions pour gérer les situations conflictuelles

Karen Leland et Keith Bailey
Cofondateurs du Sterling Consulting Group

Ralph Hababou
Auteur du best-seller Service gagnant



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Who's who in France, 2016 [Customer Service For Dummies](#) Karen Leland, Keith Bailey, 2011-03-03 Customer Service For Dummies Third Edition integrates the unbeatable information from Customer Service For Dummies and Online Customer Service For Dummies to form an all in one guide to customer loyalty for large and small businesses alike The book covers the fundamentals of service selling and presents up to date advice on such fundamentals as help desks call centers and IT departments Plus it shows readers how to take stock of their customer service strengths and weaknesses create useful customer surveys and learn from the successes and failures of businesses just like theirs Karen Leland and Keith Bailey Sausalito CA are cofounders of Sterling Consulting Group an international consulting firm specializing in quality service consulting and training for such clients as Oracle IBM Avis and Lucent

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