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DELIVERING EFFECTIVE SOCIAL CUSTOMER SERVICE: HOW TO REDEFINE THE WAY YOU MANAGE CUSTOMER EXPERIENCE AND YOUR CORPORATE REPUTATION (HARDBACK)



John Wiley Sons Inc, United States, 2013. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Social Customer Service is new. Social Media is the biggest thing happening to the customer service industry since the mid 1960s when modern day call centres were born. It is taking customers and organisations into untested ways of relating: transparently, collaboratively, instantly. The consequences of great and poor service are forever changed. Customer appetite has promoted this form of interaction to the...

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- Authored by Martin Hill-wilson, Carolyn Blunt
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