The Customer Service Solution: Managing Emotions, Trust, and Control to Win Your Customer's Business

By Sriram Dasu, Richard B. Chase

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 is more critical than ever. Most leading service firms advocate the TLC mantra: Think Like a Customer. That's a good practice, but first you have to understand what your customer is thinking and feeling. Today's business leaders cannot afford to neglect the psychological principles that govern customer satisfaction and long-term loyalty. What are the factors that really determine customer satisfaction? Two of the nation's leading authorities on service psychology, Sriram Dasu and Richard Chase, have written this groundbreaking guide that identifies and demystifies the psychological triggers behind customer behavior. You'll go where customer satisfaction surveys, mystery shoppers, and focus groups can't - and learn exactly why customers respond and behave the way they do. With findings drawn from behavioral science...

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