



Making Customers Count: A Guide to Excellence in Customer Care

By David Clutterbuck, Sue Kernaghan

Management Books 2000 Ltd, United Kingdom, 1993. Paperback. Book Condition: New. New edition. 229 x 145 mm. Language: English . Brand New Book. Making Customers Count started as a collection of case studies of companies which had introduced programmes of customer care. But what began as an attempt to identify best practice rapidly became an intensive study of why the majority of customer care schemes go wrong and most importantly, how to ensure that schemes do succeed. This book is a reference for companies seeking to develop or maintain an effective customer care programme. It provides a framework for building customer responsiveness into the day-to-day routines of business, while drawing on the experience - both positive and negative - of a wide range of companies, including: Anglian Windows, Avis UK, Booker Food Services, British Airways, British Gas, Elanco Qualicaps, Four Square, Kwik-Fit Holdings, Marks Spencer, Mecca Leisure, Mercury Communications, Rank Xerox, Royal Bank of Scotland, Woolwich Building Society, and Woolworths.



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