

THE CUSTOMER SERVICE POCKETBOOK

By Tony Newby & Sean McManus

Drawings by Phil Hailstone

Comments on the 1st edition

"Down to earth practical guide ... what I would expect from your work with us on Customer Service. It removes a lot of the mystique and concentrates on the real issues."

Mr. L.J.G. Purdie, Chief Pension Manager, Scottish Widows.

Comments on the 2nd edition

"We will certainly continue to use the pocketbook with all our new starters. It really helps to make people realise that everyone has customers, and that internal customers are also important."

Carolyn Whitson, Training Controller, Avon Insurance plc.



نشر جیکا

The Customer Service Pocketbook

نویسنده Tony Newby and Sean McManus

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