

Complaint Management: The Heart Of CRM By Bernd Stauss

By Bernd Stauss

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Service recovery differs from complaint management in its focus on service failures and the company s Complaint management is based on customer

http://en.wikipedia.org/wiki/Service_Recovery

Complaint Management: The Heart of CRM Managing Managing Service Quality: An International Complaint Management: The Heart of CRM Bernd Stauss and Wolfgang

<http://www.emeraldinsight.com/doi/full/10.1108/09604520610639982>

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Bernd Stauss, Wolfgang Seidel Complaint Management: The Heart of CRM Publisher: Cengage Learning; 1 edition (February 28, 2005) Language: English

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When companies implement Customer Relationship Management (CRM), they often find that their number of complaints shoots up. Berndt Stauss and Wolfgang Seidel candidly

<http://www.amazon.ca/Complaint-Management-The-Heart-CRM/dp/0324202644>

Many companies deceive themselves regarding complaints. Berndt Stauss' and Wolfgang Seidel's book "Complaint Management" covers important topics to think about.

<http://it.toolbox.com/blogs/contactcenter/view/managing-complaints-at-the-heart-of-crm-25637>

Summary of Complaint Management The Heart of CRM the seven-page complaint-management checklist at the end of the book is Wishing away Complaints

<http://www.getabstract.com/en/summary/sales-and-marketing/complaint-management/4705/>

Every company strives for increasing customer satisfaction and loyalty. But, without effective complaint management, it's only a matter of time before the seemingly

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<http://www.mycustomer.com/topic/customer-intelligence/excerpt-how-businesses-can-thrive-embracing-customer-complaints>

Follow established advice on handling customer complaints in these less-than-ideal situations by using a little "heart".

<http://1eca.com/handle-customer-complaints/>

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http://customerthink.com/five_tips_turn_customer_complaints_into_productive_communication/

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<http://ci.nii.ac.jp/ncid/BA74569021>

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<http://www.bokus.com/bok/9780324202649/complaint-management/>

Bernd Stauss is the author of *Service Quality and Management* (4.00 avg rating, 1 rating, 0 reviews, published 1999), *Complaint Management* (4.00 avg rating)

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