

# ATENCIÓN AL CLIENTE. Guía práctica de técnicas y estrategias.

CUSTOMER SERVICE. A practical guide to techniques and strategies.



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**Publisher:** [IDEASPROPIAS EDITORIAL S.L.](#) [2]

**Year of Publication:** 2007

**Pages:** 175

**ISBN:** 978-84-9657-838-8

**Genre:** Others

SPRING

2010

**Season:** SPRING 2010

Customer service is everything that the company does to increase the level of client satisfaction. It must not be seen just as a marketing tool, aimed at minimizing mistakes and loose the least number of clients as possible, but more as a system to constantly improve our company's services.

The objective of this training material is to ensure that the students acquire some practical skills along with attitudes to improve customer service and thus increase company profits.

This book deals with customer service issues as well as general oral and written communication skills. It also includes tips on consumers which will allow us to establish basic customer service guidelines aimed to improve the quality of the service.

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