

# Calidad total en la Atención al Cliente

Total Quality in Customer Service



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Good customer service is important to today's businesses, and has become a significant competitive advantage which allows them to maintain their market position, to grow and to make a profit. This benefit attracts customers and gives them the confidence to return for the products and services that the company offers.

All marketing strategies are aimed at understanding the customer, their needs and expectations, in order to adapt products and services to these characteristics. It is important that the objective of customer service planning and organisation is to successfully satisfy these expectations, paying attention to every moment of interaction in the course of service.

This book presents a range of material which will enable the reader to acquire the necessary standards to ensure excellence in customer service.

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