



Delighting your customers: Delivering excellent customer service...without breaking the bank

(Business on a Shoestring)

Avril Owton MBE

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Your relationship with your customers is probably one of the most important you'll ever have. No business can survive without them, but reaching customers in the first place is a big challenge for small companies. This revised edition offers invaluable advice on: **Understanding your customers; Asking for feedback... and learning from it; Creating a customer service strategy; Hiring the right people; Setting up and implementing complaint processes; Adding a personal touch; Being creative...But making sure you can deliver; Learning from your competitors.**

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