



## **¡Wow!: Deje al cliente boquiabierto con un servicio fuera de serie (Spanish Edition)**

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**Para hacer que los clientes de hoy en día continúen regresando, usted no puede tan solo dar un buen o incluso fabuloso servicio al cliente. Usted tiene que exceder sus expectativas.**

Completamente actualizado con nuevas técnicas para ayudarlo a trabajar exitosamente hasta con los clientes más difíciles, *¡Wow! Deje al cliente boquiabierto con un servicio fuera de serie* provee consejos y estrategias probados para: cumplir con las expectativas de los clientes y satisfacer sus necesidades; hacer que sea más fácil que la gente realice negocios con uno; determinar los momentos apropiados para romper las reglas; convertirse en fantásticos reparadores y poderosos solucionadores de problemas; enfrentar efectivamente a "clientes infernales", ¡y mucho más!

Escrito con un estilo accesible y humorístico, esta edición presenta anécdotas recientes e ilustraciones nunca antes vistas del caricaturista John Bush, así como también capítulos sobre temas importantes incluyendo la línea divisoria generacional, servir a clientes por todo el mundo, y comunicarse con eficacia con compañeros de trabajo de diversas funciones en otros departamentos.

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