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For a long time, the entire customer service theory focused on delighting the customer — on exceeding expectations. Research by CEB, however, showed that it pays off more to focus on reducing customer effort instead. The marginal benefit of investing in customer satisfaction levels out fast.

The 8 Core Principles of Good Customer Service

Goes beyond providing reasons why. customer service is important by defining proven methods for creating an environment that achieves excellence in customer service. Discusses such current issues...

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