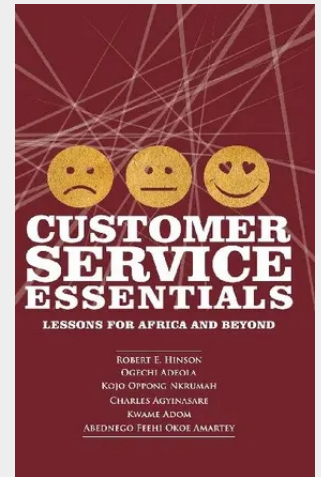


Customer Service Essentials

Customer Service Essentials is a must-read and a definitive source of information on effective management of customer service in Africa and beyond. Leveraging on unique concepts and practices developed in the field of customer service management, this book uses case studies and vignettes to reinforce learnings, drawing parallels to real life experiences. The book is a valuable resource for individuals and organizations, in the quest to achieve excellent customer service, increased productivity and enhanced employee satisfaction. It explores the practical challenges of customer service in Africa, examines critical success factors and provides guidelines for effective customer engagement in this evolving highly networked digital era. Policy makers, directors, managers and students will gain valuable and actionable insights on service management as they navigate the chapters.

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