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The Art of Client Service, Revised and Updated Edition: 58 ...

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The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers. by. Robert Solomon, Ian Schafer (Foreword) 4.21 · Rating details · 135 ratings · 5 reviews. A practical guide for providing exceptional client service.

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Whereas customer service is the art of

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offering support or advice to fulfill a customer ' s needs, customer service experience is the experience provided to customers during various points of contact within the organization along the entire customer lifecycle. It ' s the customer ' s perspective of their experience of customer service.

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Mastering the Art of Customer Service
By Charles Hannabarger, Frederick Buchman, Peter Economy
Customer service isn't just the job of your customer service department and

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representatives; it ' s the job of every employee in your company. And service starts at the highest levels of a company.

Mastering the Art of Customer Service - dummies

The 10 Commandments of Customer

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Service Know who is the boss. You are in business to service the needs of customers, and you can only do that if you know what it is your customers want. When you truly listen to your customers, they let you know what they want and how you can provide them with good service. Never forget

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that the customer pays your salary and makes your job possible.

The 10 Commandments of Great Customer Service

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researchers, media executives, support staff -- anyone who works with clients. With brevity, levity, and clarity, Solomon recounts both successes and failures, and uses them to formulate fast-reading, actionable tips, including:

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Robert has a book all about the client servicing called The Art of Client Service. He recommends it for individuals in agencies at all levels, from project and account managers to creatives and CEO. It shows how

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you can be cost-effective in your relationship building and building a valuable relationship with your clients.

The 5 Key Principles of Client Service
with Robert Solomon
Distilling decades of experience,

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advertising executive, Robert Solomon has compiled the definitive resource for advertising and marketing account executives: a fast-reading, pocket-size, actionable checklist of 58 essential ideas to help client service professionals improve their account management strategy

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checklist of 58 essential ideas to help client service professionals improve their account management strategy and skills. Now fully ...

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or Account Management people are sandwiched between the client and the agency and how they pull their role off to the agency's advantage is what the art of client servicing is all about. Client service folk are supposed to build and maintain relationships with clients.

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THE ROLE OF THE ACCOUNT

EXECUTIVE THE ART OF CLIENT

SERVICE 14. “ An employee of an ad agency who acts as the main link between one or more clients and the

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rest of the agency. The executive is primarily responsible for the day to day running of one or more clients' campaign. ”

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A practical guide for providing

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exceptional client service Most advertising and marketing people would claim great client service is an elusive, ephemeral pursuit, not easily characterized by a precise skill set or inventory of responsibilities; this book and its author argue otherwise, claiming there are definable,

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actionable methods to the role, and provide guidance designed to achieve more ...

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