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Lire des ebooks L'obsession du service client Jonathan Lefèvre PDF, ePub, mobi, Quelle image avez-vous des services clients ? Probablement rien d'assez élogieux pour mériter la surenchère commerciale d'une quatrième de couverture. Entre scripts déshumanisés, musiques d'attente, délocalisations et transferts d'appels, les services clients nous ont tous déjà fait vivre des expériences frustrantes (pour rester poli). On comprend mal comment les entreprises s'en préoccupent si peu.

Pourtant, une autre voie existe. Certains ont fait du service client leur raison d'être, leur obsession. Au lieu de le voir comme un poste de dépenses, ils en ont fait la recette de leur succès.

Je n'aurais pas cru ça possible jusqu'à l'expérimenter moi-même chez Capitaine Train. En allant à contre-courant des idées reçues sur le service client, nous avons transformé ce sujet dévalorisé en un solide levier de croissance. Laissez-moi

vous raconter comment.

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