



Customer Service Intelligence

Merilynn Van Der Wagen

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Customer Service Intelligence uses a wide range of management and educational theories to provide different approaches that can be incorporated as part of the customer service trainer's toolkit.

Concepts such as:

- emotional intelligence
- behaviour modification
- role modelling
- dimensions of procedure and conviviality
- expectancy theory
- socio-cultural concepts of (service) community
- customer service as dynamic 'object' in activity theory
- Zen mindfulness

all form the basis of training design in different contexts.

Some trainers are dealing with new employees in fast food environments, others are retraining engineers in customer service provision as part of a strategic marketing initiative. This book enables the trainer to review the context for training and select the most appropriate approach to take. The training design is thus carefully thought through for maximum impact on the audience. Professionalism in customer service training is essential for the growth of many industries. This complex and challenging task is assisted by these perspectives, recommendations and case studies.

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