



Pay Attention!: How to Listen, Respond, and Profit from Customer Feedback

Ann Thomas, Jill Applegate

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Make customer feedback work for your business.

Customers are speaking loud and clear through a myriad of mediums. Evidence shows that customers will no longer stand for the hurried and complacent service that has become the norm. They are looking for a positive, memorable experience. Organizations that provide that level of service will earn their loyalty. Customers base their decisions on nothing more than a positive or negative review of your product and/or service.

Pay Attention! paves the way. Your company wins when you:

- Understand Customer Expectations
- Embrace and implement The RATER Factors
- Define who you are and what you offer
- Become E.T.D.B.W. (Easy To Do Business With)
- Connect with your audience in all mediums
- React appropriately and respond immediately to customer feedback
- Recover sincerely when things go wrong

All you need is to *Pay Attention!*



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Kurt Rose:

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Olivia Clinard:

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Carol Jackson:

People live in this new morning of lifestyle always aim to and must have the spare time or they will get great deal of stress from both day to day life and work. So , once we ask do people have free time, we will say absolutely sure. People is human not a robot. Then we question again, what kind of activity have you got when the spare time coming to you actually of course your answer will unlimited right. Then do you try this one, reading publications. It can be your alternative with spending your spare time, the book you have read is definitely Pay Attention!: How to Listen, Respond, and Profit from Customer Feedback.

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