



Un servicio legendario (Narrativa empresarial) (Spanish Edition)

Ken Blanchard

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• Una nueva historia de Ken Blanchard, coautor de El ejecutivo al minuto • Imprescindible para crear una cultura organizacional de atención al cliente

A cualquier empresa le gustaría ser reconocida por su excelente calidad de servicio de atención al cliente, sin embargo la mayoría de los clientes consideran que el servicios que reciben es, en el mejor de los casos, aceptable. Las mejores empresas son las que entienden que el servicio al cliente es esencial para tener un negocio boyante. En esta historia narrada por el reconocido Ken Blanchard y dos altas ejecutivas de su empresase pueden ver en acción cuáles son los requisitos para tener un servicio que no sólo sea bueno, sino que sea legendario, y también cuáles son los obstáculos con los que se enfrenta quienes quieran implantarlos.

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