

## Focusing on Your Customer (Pocket Mentor)



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Harvard Business Review Press, 2010. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Closing individual sales, in most businesses, is not enough for success. Success depends on developing profitable lifetime relationships with customers. But gaining customer loyalty requires hard work, care, and attentiveness. In this book, you'll learn to assess the lifetime value of a customer, and why it makes sense to build loyalty among your target customers. You'll also learn to: - Understand the service-profit chain - Leverage the interrelationships among customer satisfaction, customer loyalty, employee capability, and company profitability - Build and refine a process for delivering extraordinary value to your customers.

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