

Gestión de las reclamaciones. De la insatisfacción a la fidelidad

Management of Complaints. From Dissatisfaction to Loyalty



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Publisher: [AENOR](#) [2]

Language: Spanish

Year of Publication: 2011

Pages: 240

Number of editions: 1

Spanish Retail price: 21.00€

ISBN: 978-84-8143-738-6

Genre: Scientific Technical

SPRING

2012

Season: SPRING 2012

This book's focus is on an integrated process of managing complaints, taking into account all of the different channels through which complaints can be filed, including social media. It includes:

- The development of a global focus on the process of managing complaints, whether they come from clients or other interest groups, from function design all the way through to responding to the client, evaluating efficiency and analyzing in order to improve service.
- How to manage complaints, including a glossary of key terms and concepts used in the book, as well as tens of real-life examples.
- Self-evaluation questionnaires which help to identify strengths and principle areas for improvement in each of the areas discussed.

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