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understand consumer psychology to drive profits and growth want to know exactly what s driving your customer s behavior now you can the customer service solution explains how consumers perceive services and shows you how to enhance the customer experience every time in this economic climate the customer service experience is more critical than ever most leading service firms advocate the tlc mantra think like a customer that s a good practice but first you have to understand what your customer is thinking and feeling today s business leaders cannot afford to neglect the psychological principles that govern customer satisfaction and long term loyalty what are the factors that really determine customer satisfaction two of the nation s leading authorities on service psychology sriram dasu and richard chase have written this groundbreaking guide that identifies and demystifies the psychological triggers behind customer behavior you ll go where customer satisfaction surveys mystery shoppers and focus groups can t and learn exactly why customers respond and behave the way they do with findings drawn from behavioral science research this book provides all the tools you need to evaluate your current service platforms and design future strategies to enhance customer perceptions positively and drive your sales the customer service solution illustrates why even companies with high levels of satisfaction are missing tremendous opportunities by neglecting the emotional elements that govern consumer interactions this book will show you how to shape and manage customer perceptions understand implicit versus explicit outcomes develop the roles of control and choice among buyers design emotionally intelligent processes build trust among customers whatever your business may be healthcare hospitality financial services e commerce and more this book is an essential tool to help you increase profits by

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