How to Master Online Customer Service

By Dr Lisa Harrison

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This book contains all you need to know to design and put in place great online customer service standards for your social media and digital activities. These facts and tips, plus advice and guidance will help you create standards that will transform your online business. With the information in this book you will be able to: Provide a level of customer service to match the needs of your online customers. Develop organisational standards, policies and procedures for using social networks to provide customer service. Implement standards, policies and procedures to address customer service problems while using social networks. Provide administrative support within an organisation or support other individuals who have been delegated this responsibility. Implement and plan team building activities to ensure customers needs and expectations are met.

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