



## Atenda Com Qualidade (Portuguese Edition)

*Silvio Furini*

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# Atenda Com Qualidade (Portuguese Edition)

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## **Atenda Com Qualidade (Portuguese Edition)** Silvio Furini

Porque as empresas não conseguem conquistar e manter seus clientes satisfeitos? O atendimento ruim faz com que mais de 70% dos clientes troquem de fornecedores e muitas empresas não se dão conta deste grave problema. E a situação tem ficado pior para estas empresas com o advento da internet e das redes sociais, que fazem com as informações sobre o mau atendimento se espalhem como um poderoso vírus. Este livro vai lhe ajudar a entender e corrigir os principais problemas que causam o atendimento ruim e deficitário. Baseado em modelos de atendimento de grandes empresas que buscam a excelência no atendimento e utilizando-se de técnicas internacionais para Planejar, implantar e Controlar a Qualidade em todas as áreas da empresa. De linguagem fácil pretende levar as empresas e profissionais a olharem de forma urgente para a qualidade no tratamento do seu maior ativo, o seu cliente.

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