



Building a Trusted Expert Culture: Six Pillars of Crm Success (Paperback)

By Gordon Hilleque

Carla Ewert, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.With nearly twenty years experience in customer relationship management, Gordon Hilleque puts his expertise to work in Building a Trusted Expert Culture: Six Pillars of CRM Success. In it, he tackles one of the biggest challenges in the field--adoption. As a companion book to Trusted Expert Formation: Re-envisioning Your Approach to CRM, Building a Trusted Expert Culture is a comprehensive guide to successful CRM adoption. It debunks industry trends, gets down to what really inspires customer loyalty, and provides powerful solutions to issues that will derail implementation. Building a Trusted Expert Culture: Six Pillars of CRM Success explains how to develop effective team techniques and outlines essential pillars to support customer care transformation. It is an indispensable CRM resource.



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