



## Perfect Customer Care

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# Perfect Customer Care

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## **Perfect Customer Care** Ted Johns

*Perfect Customer Care* provides companies big and small with the answers to some of the most important business questions facing us today. Customers don't come back with those valuable repeat orders unless you show them you care about their satisfaction. That means showing them you know how to look after them, how to provide what they want -- plus that little bit extra. Everyone in the firm, from the boss to the receptionist, must play a part in converting each new customer into a thoroughly satisfied client whose future orders will drive your continuing success.

**The *Perfect* series** is a range of practical guides that give clear and straightforward advice on everything from getting your first job to choosing your baby's name. Written by experienced authors offering tried-and-tested tips, each book contains all you need to get it right first time.

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