



Who Cares? Creating a Culture of Service in Your Business

Scott A. Brown

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Who Cares? reveals why most customer service programs fail and what it takes to make yours thrive.

Discover the long-forgotten foundation of customer service that is required for your success. Learn the Six Essentials of Service and use them to create an unforgettable culture of caring in your business that will reduce turnover, increase loyalty and of course, the bottom line - increase profits.

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