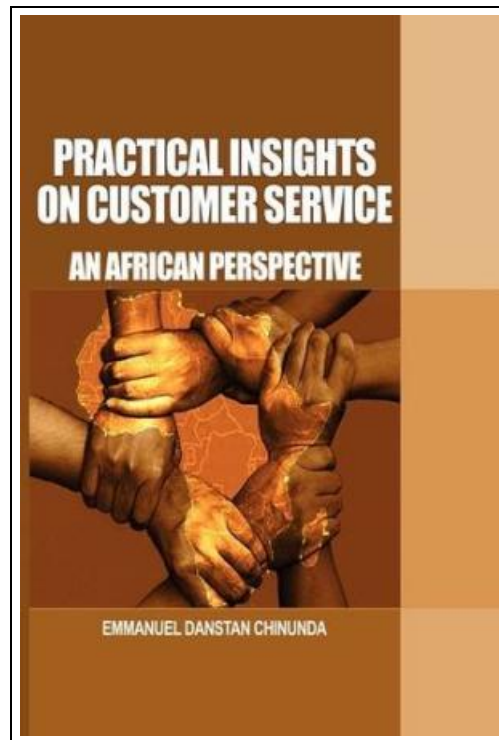


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PRACTICAL INSIGHTS ON CUSTOMER SERVICE: AN AFRICAN PERSPECTIVE



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Adonis Abbey Publishers Ltd, United Kingdom, 2011. Paperback. Book Condition: New. Large type edition. 234 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Practical Insights On Customer Service offers an African perspective on the thorny question of customer care. It challenges readers to reflect on the current challenges in Africa and how effective customer care can help to unlock some of the opportunities available in the continent. It highlights the common problems organizations face in the continent and recommends ways of enhancing the principles of customer service. Written in a reader-friendly language, the book also conscientises the readers and organizations to simple, but often overlooked winning formulae in life-customer service. He holds a Master of Business Administration (MBA) Degree from Management College of Southern Africa (South Africa) and a post graduate certificate in Business Counselling from the University of Durham (UK). One of the most sought after speakers in Malawi, he is on the board of several companies and also runs his own consultancy firm, Arch Professionals, which offers professional training in customer service, sales, team building, attitude change, conflict management and strategy development. He also writes a weekly columnist for a local daily newspaper in Malawi. He can be contacted at.



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