



Fidelização de Clientes (Portuguese Edition)

Rafael Gómez

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O propósito deste livro é apresentar uma experiência real de atendimento e fidelização de clientes. Como consultor, coach e palestrante, quando uma empresa contrata meus serviços, sempre cuida de sua imagem e atendimento porque entende que está em constante avaliação. Mas, neste caso específico, a empresa que será apresentada não era minha cliente, muito pelo contrário, eu era cliente delas sem que ela tivesse ideia da minha profissão. Portanto, não posso sustentar que todos os clientes dessa empresa serão atendidos da mesma forma, mas acredito que esta experiência vai ajudar muitas pessoas a entender o que em realidade seria um “diferencial no atendimento ao cliente”.

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