



Summary: E-Service - Ron Zemke and Tom Connellan: 24 Ways to Keep Your Customers - When the Competition Is Just a Click Away

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Complete summary of Ron Zemke and Tom Connellan's book: "E-Service: 24 Ways to Keep Your Customers - When the Competition Is Just a Click Away".

This summary of the ideas from Ron Zemke and Tom Connellan's book "E-Service" shows how the key to success doesn't lie in attracting visitors, but in creating highly satisfied customers who will do business with you again and again. According to Ron Zemke and Tom Connellan, the only thing you need to do to achieve this is apply the correct principles and customer service concepts. In their book, the authors offer easy-to-follow guidance on how to keep your business thriving online and stop customers from clicking over to competitors.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "E-Service" and discover the key to standing out from the internet crowd.

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