

Customer Experience in a Recession

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There is not a country or an organisation in the world which does not appear to be impacted in some way by the recession. In these difficult times consumers have a choice about where they spend their money. Those organisations that provide excellent customer experience are more likely to not only retain their customers but to attract new ones. So how do you do this in times of recession? In this article the authors provide practical advice on how to encourage your people to deliver outstanding levels of customer experience in a recession.

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