

The Art of Support



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Reviews

A very great ebook with perfect and lucid answers. It can be packed with wisdom and knowledge I found out this book from my dad and i encouraged this publication to learn.

(Elena McLaughlin)

THE ART OF SUPPORT



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Lulu.com, United States, 2016. Paperback. Book Condition: New. 234 x 156 mm. Language: English . Brand New Book ***** Print on Demand ***** Are you a customer success or support executive curious about adapting industry best practices to your organization? Are you a newly-promoted customer success or support manager with plenty of ideas, but not much management experience? Or are you an executive with no hands-on experience with customer success, but wanting to learn more about how to decrease churn and improve revenue expansion from existing customers? The Art of Support is a practical guide for managers and executives that answers your questions. In it, you will find: - Best practices for customer success and support, from designing customer lifecycle journeys, to managing day-to-day activities, to measuring results. - Nuanced recommendations to build or improve your organization. - Dozens of practical tools you can use right away such as customer scorecards, sample support portfolios, hiring checklists, decision trees for selecting support models, job ladders, and budget templates.



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