

Elemente Des Beschwerdemanagements - Björn Schermer

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Das wir vom Kunden leben und nicht der Kunde von uns, haben nicht nur die Unternehmen in der Dienstleistungsbranche schon gelernt. Vom Kunden lernen, Beschwerden zu fassen und effektiv zu bearbeiten, wird in Zeiten der wachsenden Globalisierung, K  uferm  rkten und steigender Anzahl an Konkurrenten zunehmend zum Erfolgsfaktor von Unternehmen. Die Einf  hrung von Beschwerdemanagementsystemen in Unternehmen aller Branchen nimmt deshalb stetig zu. Ziel dieser Arbeit soll es sein die Funktionsweise und Elemente eines solchen Systems aufzuzeigen. Au  erdem geht es im Anschlu   um die Aspekte die bei der Installation eines solchen Systems hinsichtlich der Organisation und der Mitarbeitermotivation beachtet werden sollten. Author: Schermer, Bj  rn Publisher: GRIN Verlag Illustration: N Language: GER Title: Elemente des Beschwerdemanagements Pages: 00027 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638329453 Category: Business & Economics : General

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