



## BRIDGES to the Customer s Heart: Commonsense Uncontested Strategies to Guarantee Your Customer s Satisfaction: Outsell, Outsmart and Outcompete the Competition by Doing the Simple Things They Won t Do

By Paul Uduk

Trafford Publishing, Canada, 2011. Paperback. Book Condition: New. 280 x 210 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Bridges to the Customer s Heart successfully captures the essence of what it takes to be customer-centric. The to-do-list approach reduces complex concepts to ideas that you can use right on a Monday morning to deliver superior service to the customer in whatever business situation you find yourself. After reading every Bridge you feel like jumping right into the service arena as a genuine apostle of service excellence to do whatever it takes to satisfy the customer. Bridges speaks directly to senior management, frontline people, and the owner manager alike, challenging orthodoxy, business as usual, and mediocrity wherever they raise their ugly heads.



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