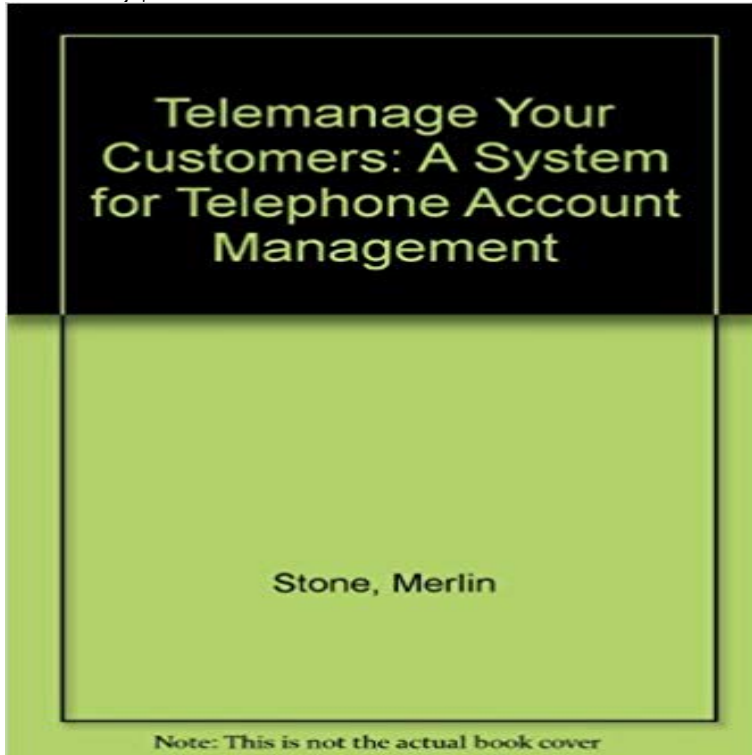


Telemanage Your Customers: A System for Telephone Account Management



In this book, Dr Stone and his colleagues show how the telephone, combined with modern information technology, can become a central component of the modern marketing mix. After explaining the telephone account management (TAM) concept the authors set out its benefits in terms of increased customer satisfaction and selling opportunities. They go on to describe how to plan, set up, staff and run a TAM operation, the text provides full details of the principles and techniques involved. It is illustrated throughout with real-life examples and case studies and includes an extensive set of ready-to-use formats.

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