

### **Complaint Management : The Heart of CRM**

Every company strives for increasing customer satisfaction and loyalty. But without effective complaint management, it's only a matter of time before the seemingly sweet company-client relationship may turn sour. Drawing from their extensive experience in customer service (both from academic research and practical business perspectives), Stauss and Seidel deliver thorough coverage of complaint management, from helping readers understand why customers complain to illustrating how to handle customer complaints to effectively measuring and analyzing complaints. Complaint Management is an excellent resource for marketing professionals in customer support, technical support, and marketing management, as well as executives, department managers, and any employee who has direct contact with complaining customers.

