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Whereas customer service is the art of offering support or advice to fulfill a

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customer's needs, customer service experience is the experience provided to customers during various points of contact within the organization along the entire customer lifecycle. It's the customer's perspective of their experience of customer service.

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This happens because Client Service or Account Management people are sandwiched between the client and the agency and how they pull their role off to the agency's advantage is what the

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art of client servicing is all about. Client service folk are supposed to build and maintain relationships with clients.

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representatives; it's the job of every employee in your company. And service starts at the highest levels of a company.

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Customer service isn't only the job of that specific department. The secret to

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success is that it's everyone's responsibility. You never know who's going to come in contact with a customer and be challenged to solve a problem. The entire company should understand that the customer comes first and know how to interact with them.

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enduring relationships with their clients.

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A practical guide for providing exceptional client service. Most advertising and marketing people would claim great client service is an elusive, ephemeral pursuit, not easily

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characterized by a precise skill set or inventory of responsibilities; this book and its author argue otherwise, claiming there are definable, actionable methods to the role, and provide guidance designed to achieve more ...

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Well, Christmas and New Year already seem a long time ago. It's the time of the year that I really notice the customer service that I receive - good and bad. There's that old adage that if you have good service you tell 3 people, but if you have bad... then it's 11. I think [...]

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in the United States every year due to poor communication...

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THE ROLE OF THE ACCOUNT EXECUTIVE
THE ART OF CLIENT SERVICE 14. "An employee of an ad agency who acts as the main link between one or more

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clients and the rest of the agency. The executive is primarily responsible for the day to day running of one or more clients' campaign."

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Robert has a book all about the client servicing called The Art of Client Service.

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He recommends it for individuals in agencies at all levels, from project and account managers to creatives and CEO. It shows how you can be cost-effective in your relationship building and building a valuable relationship with your clients.

The 5 Key Principles of Client Service with Robert Solomon

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It's equal parts sales and customer service, with a healthy sprinkling of technology. Those who enjoyed Spin Selling and The Art of Client Service are sure to gain a lot from this book, as will fans of the The 4-Hour Workweek.

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no matter what agency department you work in, you are in client service in one way or another. EACH ONE OF US HAS DIFFERENT TOOLS AND SKILLS TO BE OF

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