



Beschwerdemanagement in Dienstleistungsunternehmen (German Edition)

Nicole Kleinschmidt

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Diplomarbeit aus dem Jahr 2003 im Fachbereich BWL - Personal und Organisation, Note: 5,2 Schweiz,
Universität Basel (WWZ), Sprache: Deutsch, Abstract: Diese Arbeit möchte aufzeigen, welche Ziele ein
Unternehmen mit Beschwerdemanagement verfolgen kann, welche Voraussetzungen geschaffen werden
müssen und welche Hauptaufgaben ein erfolgreiches aktives Beschwerdemanagement erfüllen muss. Sie soll
den Unternehmungen verdeutlichen, wie der Umgang mit einem unzufriedenen Kunden zu einem Dialog
werden kann, der für beide Seiten Vorteile bringt.

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