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## The Future of Customer Service (Paperback)

By Michael W Cusack

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. New forms of customer collaboration facilitated by the Internet will render the traditional model of pseudo service largely obsolete. We are in the midst of a radical power shift in which the customer, rather than the company, will manage the relationship. In the future, businesses will seek ways to provide extreme forms of service to virtual tribes of influencers whose reach already extends far beyond the village store of yesterday. Anthropomorphic behavior, the attribution of human motivation, characteristics, or behavior to inanimate objects, has been evident in some form on the web for years, often characterized by humans who can be called upon to answer relatively mundane questions on web sites, using a combination of speech and written retrieval from sophisticated knowledge bases. However, the real power of this concept is being unleashed through the use of what could be called alter ego persona. This book explores the extreme forms of customer service that will emerge in the future as a result of customers taking advantage of technologically-fueled disruption and companies vying for rapid, pervasive, convenient, complete and value-added...



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