

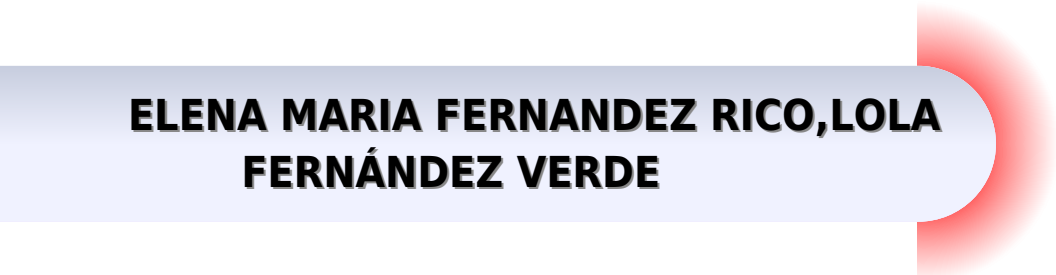


Comunicación empresarial y atención al cliente



Comunicacion Empresarial Y Atencion Al Cliente

**ELENA MARIA FERNANDEZ RICO, LOLA
FERNÁNDEZ VERDE**



Comunicacion Empresarial Y Atencion Al Cliente:

Comunicación empresarial y atención al cliente FERNANDEZ RICO, ELENA MARIA, FERNÁNDEZ VERDE, LOLA, 2010-01-01 Este manual desarrolla los contenidos del módulo profesional de Comunicación Empresarial y Atención al Cliente que se contemplan en el Real Decreto 1631/2009 de 30 de octubre por el que se establece el título de Técnico en Gestión Administrativa y se fijan sus enseñanzas mínimas. El libro se compone de dieciséis capítulos cada uno de los cuales contiene actividades de ampliación referidas al contenido de la unidad. Incluye además una gran cantidad de ejemplos, ejercicios prácticos y actividades. En primer lugar se explican los elementos y las formas de comunicación interna y externa de la empresa y se cuenta cómo surgen los flujos de información dependiendo del tipo de organización y cómo se representa en los organigramas de las entidades y de las organizaciones. A continuación se trata el contenido y la estructura de la comunicación escrita entre las empresas privadas y entre estas o particulares y las Administraciones Públicas. Por último se exponen las técnicas más aconsejables a la hora de realizar la comunicación verbal y no verbal con el cliente. *Comunicación empresarial y atención al cliente* Ma del Carmen Blanco García, Francisco Lobato Gómez, 2010-03-15 *Comunicacion empresarial y atencion al cliente*, Comunicación empresarial y atención al cliente María Pilar Sánchez Pastrana, 2010

Comunicación empresarial y atención al cliente : ciclos formativos : gestión administrativa Edebé (obra colectiva), 2011 Comunicación empresarial y atención al cliente, grado medio. Solucionario Alberto Cadiñanos Fernández, Gerardo Álvarez Rodríguez, 2010-05 **Comunicación empresarial y atención al cliente 2.ª edición** FERNÁNDEZ VERDE, LOLA, FERNANDEZ RICO, ELENA MARIA, 2017-05-01 Este libro desarrolla los contenidos del módulo profesional de Comunicación Empresarial y Atención al Cliente del Ciclo Formativo de grado medio de Gestión Administrativa perteneciente a la familia profesional de Administración y Gestión al amparo del Real Decreto 1631/2009 de 30 de octubre. Comunicación empresarial y atención al cliente está organizado en dieciséis unidades. En primer lugar se explican los elementos y las formas de comunicación interna y externa de la empresa y su representación a través de organigramas. A continuación se tratan el contenido y la estructura de la comunicación escrita entre las empresas privadas y entre estas o particulares y las administraciones públicas. Por último se exponen las técnicas más aconsejables a la hora de realizar la comunicación verbal y no verbal con el cliente. También se explican los elementos, las fases y el reconocimiento de las necesidades de los clientes, el procedimiento de quejas y reclamaciones, el consumidor y las instituciones de consumo, la aplicación de los procedimientos de calidad para fidelizar al cliente y la imagen de la empresa a través del marketing. En esta nueva edición se añaden nuevos contenidos sobre inteligencia emocional, procedimientos para confeccionar informes, realización de informes procedentes del archivo y se actualizan cuestiones sobre procedimientos de protección de datos, archivo de la información en soporte informático y medios y equipos informáticos actuales. Además los contenidos se complementan con variados ejemplos y actividades resueltas. Al final de cada unidad se incluye un breve resumen de conceptos para el repaso de lo aprendido, así como gran

cantidad de actividades de aplicación y de ampliación Por último se incluye una sección de Para saber más con el objeto de reforzar el contenido de cada unidad Por todo ello esta obra es una herramienta adecuada tanto para los alumnos que quieren obtener el título de Técnico en Gestión Administrativa como para todas aquellas personas que quieran utilizarlo como guía en la comunicación con clientes y proveedores y dar así una buena imagen corporativa **Comunicación empresarial y atención al cliente** Francisco Javier Ariza Ramírez,2018 **Comunicación empresarial y atención al cliente (GRADO MEDIO)** Carlos Tarodo Pisonero, La presente obra está dirigida a los estudiantes del Ciclo Formativo de Grado Medio de Gestión Administrativa en concreto para el Módulo Profesional Comunicación Empresarial y Atención al Cliente Los contenidos incluidos en este libro abarcan los conceptos básicos de la comunicación tipos de organización y departamentos comunicación oral principales características y documentos de la comunicación escrita comunicación en la empresa correspondencia comunicación telefónica y correo electrónico archivo de la información métodos de organización tipos de archivos y archivos informáticos y la atención al cliente tipos de clientes fidelización al cliente fases de la atención al cliente reclamaciones y quejas de los clientes calidad al cliente normativa del consumidor relación del marketing con la imagen de la empresa y políticas de comunicación Los capítulos incluyen actividades ejemplos y casos prácticos con el propósito de facilitar la asimilación de los conocimientos tratados Asimismo se incorporan tests de conocimientos y ejercicios propuestos con la finalidad de comprobar que los objetivos de cada capítulo se han asimilado correctamente En la página web de Rama es se encuentra disponible el material de apoyo y complementario *Comunicación empresarial y atención al cliente* Maricel Ruiz Munné,2019 *Comunicación empresarial y atención al cliente* Iván Sergio Cano Tejedor,2019

Comunicación empresarial y atención al cliente, grado medio,2010-04 *Comunicación empresarial y atención al cliente* Antonio Álvarez Sánchez,2021 **Comunicación empresarial y atención al cliente 2.a edición (E-Book)** ELENA MARIA FERNANDEZ RICO,LOLA FERNÁNDEZ VERDE,2017-05-18 **Comunicación en empresas y atención al cliente**, **Comunicación empresarial y atención al cliente 2.a edición (Acceso)** ELENA MARIA FERNANDEZ RICO,LOLA FERNÁNDEZ VERDE,2017-05-18 *Comunicación empresarial y atención al cliente* Juan Manuel Ariza Ramírez,Francisco Javier Ariza Ramírez,2024 **ORIENTACIONES Y SOLUCIONARIO.COMUNICACIÓN EMPRESARIAL Y ATENCIÓN AL CLIENTE** Edebé (obra colectiva),2011 **Comunicación Empresarial y Atención al Cliente** Manuel Jesús . . . [et al.] López Baroni,José Miguel Ridaó González,2011-06 *Servicios en red* JULIO BARBANCHO CONCEJERO,JAIME BENJUMEA MONDÉJAR,OCTAVIO RIVERA ROMERO,M- DEL CARMEN ROMERO TERNERO,JORGE ROPERO RODRÍGUEZ,GEMMA SÁNCHEZ ANTÓN,FRANCISCO SIVIANES CASTILLO,2010-09-02 En este libro está dirigido a los alumnos del módulo de Servicios en Red del ciclo de grado medio de Sistemas Microinformáticos y Redes aunque es absolutamente recomendable como obra de consulta y apoyo para toda persona que quiere conocer cuáles son los servicios más comunes en las redes de datos El libro ha sido elaborado para que al finalizar su formación el alumno sea capaz de instalar servicios de configuración

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