

**Service-Ability: Create A Customer  
Centric Culture And Achieve Competitive  
Advantage**

**By Kevin Robson**



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its various properties to a customer. Both an improved ability to customize and a reduced gamifying customer service Customer-centric

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Kevin Robson is the author of Service-Ability (4.00 avg rating, 2 ratings, 0 reviews, published 2012) and Service-Ability Kevin Robson Author profile

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Ostensibly, customer service lies in the area of marketing and strategy, however Service-Ability is also about management and organizational behaviour, and the book

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