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6 Take-Note Trends for 2014

# People Still Make All the Difference

Technology has been customer service's great enabler, allowing even small teams to support large groups of B2B or B2C customers across a growing number of channels. Still, with all the technology available on both the agent and the customer side, sometimes it's the simplest human touch – a polite demeanor, some words of empathy, a handwritten note, or exceptional service effort – that is the thing that resonates with a customer and keeps them loyal to a brand. While customer engagement center technology continues to evolve, the importance of the individual making use of it and sometimes going above and beyond it will make all the difference.

Download this complimentary whitepaper to learn more about the 6 take note-trends of 2014 in customer service!

*There's a point when we step away from the technology conversation to talk more about the culture, and how we treat our customers and employees.*

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