

Chapter 6

Psychology in Business Administration for Competitive Excellence



How should employees behave to lead to
“Business excellence”

We must enhance customer understanding through
Customer **R**elationship **M**anagement

Building customer relationships



- Concern
- Respect
- Sensitivity
- Responsiveness
- Openness
- Generosity
- Honesty
- Welcome
- Activation
- Surveys
- Appreciation



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Garden wing



Dining

