

## **Service Marketing Integrating Customer Focus Across The Firm 5th Edition**

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[Service Marketing Integrating Customer Focus](#)

*Are you looking for what service leaders are planning to focus on in 2021? Gartner surveyed service executives worldwide on their top business priorities. The results provide a comprehensive snapshot of which customer service trends and anticipated challenges service & support leaders are focused on for 2021.*

[2021 Customer Service Trends and Priorities | Gartner](#)

*So, a necessary customer service trend in 2021 will be the push for an optimised tech stack. Data needs to be better shareable (while remaining protected) between the technologies that contact centres will increasingly rely on in 2021. Expect to see an increased focus on evaluating, integrating, and optimising the tech stack for cohesion.*

[Customer service trends in 2021: the post-COVID contact ...](#)

*Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together. At its most basic level, Integrated Marketing Communications, or IMC, as we'll call it, means integrating all the promotional tools, so that they work together in harmony.*

[Integrated Marketing Communications - Multimedia Marketing](#)

*IEG Outlook 2020: Forecasting the Future of the Sponsorship Industry . As the leader in sponsorship intelligence, IEG surveyed industry decision makers who are responsible for buying or selling sponsorship to understand perceptions about spending, value reconciliation, partnerships and future challenges due to the COVID-19 pandemic.*

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