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Exception By Terry Schurter**

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Customer Expectation Management (CEM) is a business approach that identifies and shapes customer expectations, and once set by the company, those expectations are

Managing customer expectations is key to aligning

and managing customer expectations is crucial to is on the critical path to business success without knowing what manage expectations without

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Steve Towers s Followers. None yet.

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Terry schurter - ito america executive biography

Terry Schurter Terry is Customer Expectation Management is the author of several patents and the book Customer Expectation Management - Success without

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Terry schurter (author of customer expectation

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