



## After-sales strategies to build customer loyalty in the pharmaceutical sector in barranquilla [

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text (article)

Analítica

The growth and permanence of companies depends on good or bad customer service, which is why it is considered an important aspect for the success of any organization. The main objective of this project was to find out the way in which post-sale customer service is currently offered within companies in the pharmaceutical sector of the city of Barranquilla in order to propose potential strategies for this service. Through descriptive research, the data was collected through 200 surveys conducted with clients of pharmaceutical companies in Barranquilla in order to identify their perception of the service they are receiving. The results of the surveys allowed us to demonstrate the importance of providing a good service, not only at the time of the sale, but also after it.

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