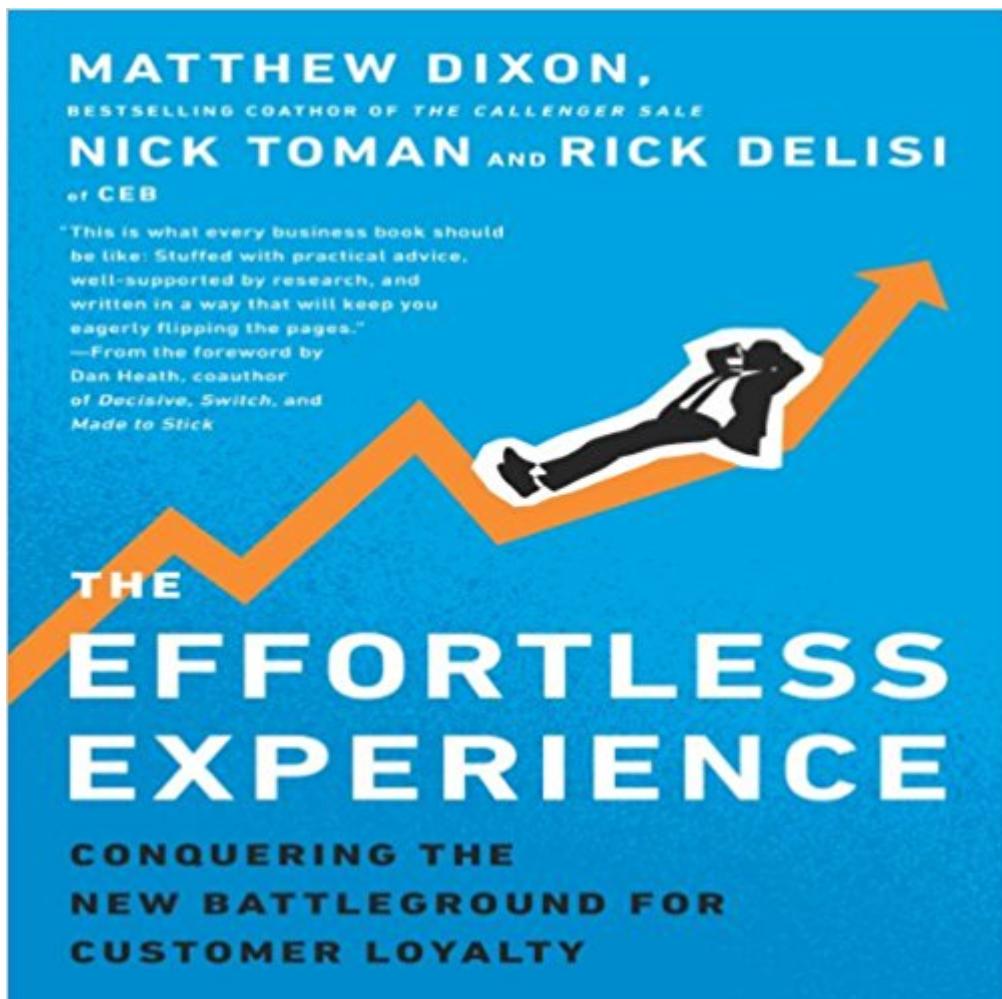


The book was found

The Effortless Experience: Conquering The New Battleground For Customer Loyalty (Your Coach In A Box)



Synopsis

Conventional wisdom holds that to increase loyalty, companies must "delight" customers by exceeding service expectations. Some focus on dazzling them at the cost of neglecting to solve basic service problems-a big strategic mistake. Through extensive research and surveys, the authors have concluded that loyalty has much more to do with how well a company delivers on its basic promises than on how dazzling its service experience might be. The authors prove that delighting customers doesn't build loyalty, and they show how acting on this insight can help improve service, reduce costs, and decrease customer churn. By employing practical tactics-such as teaching reps not just to resolve customer issues but also to "forward resolve" common issues-companies will be better able to focus on delivering a nearly effortless experience. That will lead directly to the improvements in customer loyalty they had been aiming for all along.

Book Information

Series: Your Coach in a Box

Audio CD

Publisher: Your Coach In A Box; Unabridged edition (March 18, 2014)

Language: English

ISBN-10: 1469055589

ISBN-13: 978-1469055589

Product Dimensions: 5.2 x 1 x 5.8 inches

Shipping Weight: 5 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 starsÂ See all reviewsÂ (67 customer reviews)

Best Sellers Rank: #1,143,026 in Books (See Top 100 in Books) #67 inÂ Books > Books on CD > Business > Sales #815 inÂ Books > Books on CD > Business > General #1061 inÂ Books > Business & Money > Marketing & Sales > Consumer Behavior

Customer Reviews

Earlier this year, I read the book The Effortless Experience by M. Dixon, N. Toman and R. DeLisi. The authors compiled some terrific research - really enlightening stuff - but in their zeal to write a provocative book that challenges conventional thinking, they've lumped every conceivable customer service action into the category of "delight" (which they translate into breathless, over-the-top service). Don't get me wrong, I really enjoyed the book (hence the 5-star review). I just thought it got much better after Ch. 1 - where the authors worked awfully hard trying to persuade readers that "delighting" customers was somehow a poor use of their time and energy. Perhaps you're familiar

with the customer service maxim to "treat every customer as though he/she is your grandparent"? Well, I put a slightly different spin on that. I think about serving customers as I would serve any other person in my life whom I value (friends, neighbors, children, spouses...). With this in mind, consider the following paragraph from Ch. 1: "But as powerful and compelling as (legendary customer service) stories are, what if you checked back with those same customers a year or two down the road to see how much more business they're bringing you? Because the data shows that in the aggregate, customers who are moved from a level of 'below expectations' up to 'meets expectations' offer about the same economic value as those whose expectations were exceeded." Imagine applying this logic to your marriage: "Honey, from now on I'm going to focus on meeting your expectations as opposed to exceeding them.

[Download to continue reading...](#)

The Effortless Experience: Conquering the New Battleground for Customer Loyalty (Your Coach in a Box) The Effortless Experience: Conquering the New Battleground for Customer Loyalty Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know Customer Service: Career Success Through Customer Loyalty (6th Edition) The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level The Challenger Sale: Taking Control of the Customer Conversation (Your Coach in a Box) The Ultimate Question 2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-Driven World (Your Coach in a Box) Content Marketing: How to Build a Great Brand and Gain High Loyalty Customer Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine Art Williams: COACH: The A. L. Williams Story: How a No-Name Company, Led by a High School Football Coach, Revolutionized the Life Insurance Industry Becoming a Professional Life Coach: Lessons from the Institute of Life Coach Training Marye's Heights: Fredericksburg (Battleground America) Use Your Head to Get Your Foot in the Door: Job Secrets No One Else Will Tell You (Your Coach in a Box) Mindset: The New Psychology of Success (Your Coach in a Box) The First 90 Days: Critical Success Strategies for New Leaders at All Levels (Your Coach in a Box) The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations Wordmaster: Improve Your Word Power (Your Coach in a Box) The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible (Your Coach in a Box) Effortless Bento: 300 Japanese Box Lunch Recipes

[Dmca](#)