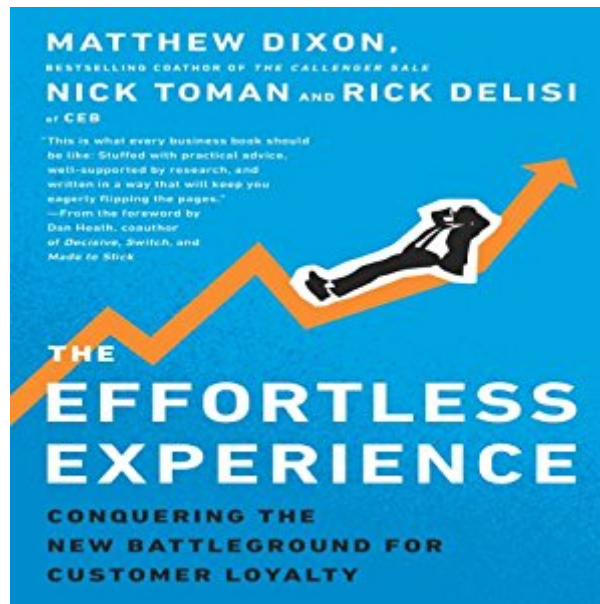


The book was found

The Effortless Experience: Conquering The New Battleground For Customer Loyalty



Synopsis

From the author of the acclaimed Wall Street Journal best seller, *The Challenger Sale* 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

Audible Audio Edition

Listening Length: 6 hours and 37 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Gildan Media, LLC

Audible.com Release Date: September 20, 2013

Language: English

ASIN: B00FBKCVXI

Best Sellers Rank: #45 in Books > Business & Money > Marketing & Sales > Marketing > Direct
#74 in Books > Business & Money > Marketing & Sales > Customer Service #89 in 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
The Effortless Experience: Conquering the New Battleground for Customer Loyalty (Your Coach in a Box)
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
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
Marye's Heights: Fredericksburg (Battleground America)
Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine
The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations
The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience
Courtesy of the Ritz-Carlton Hotel
Company Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way
Service Design for Business: A Practical Guide to Optimizing the Customer Experience
The Agile Marketer: Turning Customer Experience Into Your Competitive Advantage
Devoted: 38
Extraordinary Tales of Love, Loyalty, and Life With Dogs
Midnight: A True Story of Loyalty in World War I
Good Dog: True Stories of Love, Loss, and Loyalty
Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty
Getting Through My Parents' Divorce: A Workbook for Children Coping with Divorce, Parental Alienation, and Loyalty Conflicts
McGraw-Hill's
Conquering the New GRE Math

[Dmca](#)