The Effortless Experience: Conquering the New Battleground for Customer Loyalty



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Reviews

This book is fantastic. It really is packed with wisdom and knowledge I am pleased to explain how this is the greatest ebook i actually have go through in my personal daily life and can be he greatest ebook for at any time. (Mr. Zachariah O'Hara)

THE EFFORTLESS EXPERIENCE: CONQUERING THE NEW BATTLEGROUND FOR CUSTOMER LOYALTY



Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Effortless Experience: Conquering the New Battleground for Customer Loyalty, Matthew Dixon, Nicholas Toman, Rick DeLisi, This is a new breakthrough idea about how to win customer loyalty from Matthew Dixon, the bestselling author of The Challenger Sale. Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller The Challenger Sale, Matthew Dixon and his colleagues at CEB busted longstanding myths about sales. Now they've turned to a new vital business subject - customer loyalty - with a book that turns conventional wisdom on its head. Companies devote untold time and resources trying to dazzle customers. Yet CEB's careful research proves that is wildly overrated: loyalty has a lot more to do with how well companies deliver on their basic promises than on how dazzling the service experience might be. Forget bells and whistles and just solve your customer's problems. The Effortless Experience lays out the four pillars of a low-effort customer experience, with robust data, in-sights and profiles. Here are tools and templates you can start applying right away to improve service, reduce costs, and ultimately generate the elusive loyalty that the 'dazzle factor' fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked. "A business detective story, in which cherished truths are systematically investigated-and frequently debunked". (Dan Heath, coauthor of Decisive, Switch, and Made to Stick). Matt Dixon is Executive Director of the Sales & Service Practice at CEB. He is a frequent contributor to the Harvard Business Review, and his previous book, The Challenger Sale, was a Wall Street Journal bestseller Nick Toman is...

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