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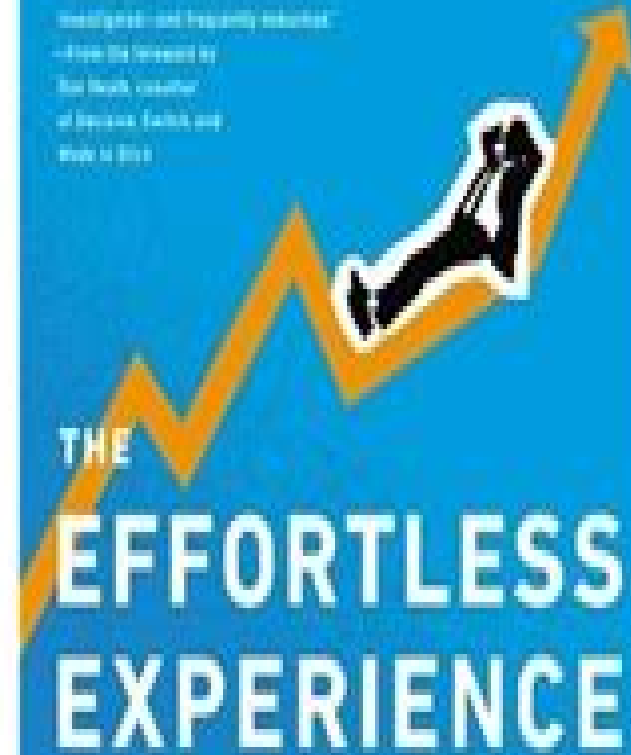
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The Effortless Experience Matthew Dixon, Nicholas Toman, Rick DeLisi, 2013-09-12 A new breakthrough idea about how to win customer loyalty from Matthew Dixon the bestselling author of *The Challenger Sale* Everyone knows that the best way to create 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 insights 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 Senior Director of Research for CEB's Sales Services Practice and is a frequent contributor to the *Harvard Business Review* Rick DeLisi is Senior Director of Advisory Services for CEB's Sales Service Practice and a noted public speaker and facilitator

Summary of Matthew Dixon's The Effortless Experience by Milkyway Media

Milkyway Media, 2018-09-11 *The Effortless Experience Conquering the New Battleground for Customer Loyalty* 2013 examines how businesses can retain old customers and gain new ones by decreasing the amount of effort consumers must expend to resolve problems Authors Matthew Dixon Nick Toman and Rick DeLisi use data collected from thousands of customers to determine which practices drive customers away and which strategies cement their trust in both business to business and business to consumer companies Purchase this in depth summary to learn more

Leading the Customer Experience Brad Cleveland, 2021-05-03 DISTINGUISHED FAVORITE NYC Big Book Award 2021 Marketing PR Many organizations and leaders struggle to respond effectively to fast evolving customer expectations driven by innovations in products services and technologies such as AI and mobile Failing to build the necessary strategy culture and processes they suffer from high costs dissatisfied customers and brand damage The mandate to get customer experience right is real and urgent *Leading the Customer Experience* is a guide to shaping experiences that win loyalty and deliver outstanding business results It provides a bold step by step approach that will get you and your team pointed in the right direction And equipped to make sound decisions along the way *Leading the Customer Experience* is easy to understand and imminently practical It is

based on the author's extensive experience both as a founding partner of one of the world's most influential customer management organizations and his work with B2B and B2C organizations in the private and public sectors. The author's down-to-earth explanations cut through jargon and clutter while stories and examples bring important principles to life. *Leading the Customer Experience* is relatable to anyone leading, managing or aspiring to better understand customer experience.

Managing Customer Experience and Relationships Don Peppers, Martha Rogers, 2022-04-26 Every business on the planet is trying to maximize the value created by its customers. Learn how to do it step by step in this newly revised Fourth Edition of *Managing Customer Experience and Relationships: A Strategic Framework*. Written by Don Peppers and Martha Rogers, Ph.D., recognized for decades as two of the world's leading experts on customer experience issues, the book combines theory, case studies and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model and to treat different customers differently. This latest edition adds new material including: How to manage the mass customization principles that drive digital interactions; How to understand and manage data-driven marketing analytics issues without having to do the math; How to implement and monitor customer success management, the new discipline that has arisen alongside software-as-a-service businesses; How to deal with the increasing threat to privacy, autonomy and competition posed by the big tech companies like Facebook, Amazon and Google; Teaching slide decks to accompany the book; author-written test banks for all chapters; a complete glossary for the field and full indexing. Ideal not just for students but for managers, executives and other business leaders, *Managing Customer Experience and Relationships* should prove an indispensable resource for marketing, sales or customer service professionals in both the B2C and B2B world.

FRICTION—The Untapped Force That Can Be Your Most Powerful Advantage Roger Dooley, 2019-05-17 NAMED A BEST BUSINESS BOOK OF 2019 by *Strategy Business* Annually 4.6 trillion of merchandise is left in abandoned e-commerce shopping carts. Every year the U.S. economy loses 3 trillion dollars in productivity due to excess bureaucracy. Red tape and over-complicated licenses have contributed to China's GDP exceeding India's by 82 trillion over the span of just three decades. If you're a business leader, these statistics should give you nightmares. According to science-based marketing and business expert Roger Dooley, they illustrate the real and growing threat of friction, which he defines as the unnecessary expenditure of time, effort or money in performing a task. In today's high-speed, customer-empowered world, the levels of swiftness and efficiency of business transactions will determine ultimate success or failure. In this groundbreaking guide, Dooley helps you spot the inevitable points of friction in your organization and he provides the tools and insight you need to eliminate them. By truly understanding the impact friction can have, you'll be able to establish positive habits and eliminate negative ones, all with the end result of building a company that's the envy of your industry. Friction takes you step by step through the process of: Empowering frank conversations; Guiding individual and team behaviors; Getting ahead of friction; Optimizing the customer experience; Building a frictionless corporate culture; Combining scientific research with real life

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