



The Effortless Experience: Conquering the New Battleground for Customer Loyalty

By Matthew Dixon, Nicholas Toman, Rick DeLisi

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...

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