



The Effortless Experience: Conquering the New Battleground for Customer Loyalty

Matthew Dixon, Nick Toman, Rick DeLisi

Download now

Read Online ➔

[Click here](#) if your download doesn't start automatically

The Effortless Experience: Conquering the New Battleground for Customer Loyalty

Matthew Dixon, Nick Toman, Rick DeLisi

The Effortless Experience: Conquering the New Battleground for Customer Loyalty Matthew Dixon, Nick Toman, Rick DeLisi

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 many longstanding myths about sales. Now they've

turned their research and analysis to a new vital business subject—customer loyalty—with a new book that turns the conventional wisdom on its head.

The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful research over five years and tens of thousands of respondents proves that the “dazzle factor” is wildly overrated—it simply doesn't predict repeat sales, share of wallet, or positive word-of-mouth. The reality:

*Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. **Most customers don't want to be “wowed”; they want an effortless experience.** And they are far more likely to punish you for bad service than to reward you for good service.*

If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank—do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in-and-out transaction and an easy way to get a refund when it accidentally overcharges on fees?

The Effortless Experience takes readers on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal—and disloyal. The authors lay out the four key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB's research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, 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.



[Download The Effortless Experience: Conquering the New Battlegro ...pdf](#)

 [Read Online The Effortless Experience: Conquering the New Battleg ...pdf](#)

Download and Read Free Online The Effortless Experience: Conquering the New Battleground for Customer Loyalty Matthew Dixon, Nick Toman, Rick DeLisi

Download and Read Free Online The Effortless Experience: Conquering the New Battleground for Customer Loyalty Matthew Dixon, Nick Toman, Rick DeLisi

From reader reviews:

John Solorio:

In this 21st one hundred year, people become competitive in each and every way. By being competitive at this point, people have to do something to make all of them survive, being in the middle of the actual crowded place and notice through surrounding. One thing that occasionally many people have underestimated it for a while is reading. Yep, by reading a guide your ability to survive raises then having chance to stand than other is high. For you personally who want to start reading any book, we give you this kind of The Effortless Experience: Conquering the New Battleground for Customer Loyalty book as beginner and daily reading book. Why, because this book is usually more than just a book.

Denice Cooke:

Nowadays reading books be than want or need but also turn into a life style. This reading behavior give you lot of advantages. The benefits you got of course the knowledge the rest of the information inside the book this improve your knowledge and information. The information you get based on what kind of publication you read, if you want attract knowledge just go with schooling books but if you want sense happy read one having theme for entertaining such as comic or novel. Often the The Effortless Experience: Conquering the New Battleground for Customer Loyalty is kind of book which is giving the reader unforeseen experience.

Marvin Davidson:

The book untitled The Effortless Experience: Conquering the New Battleground for Customer Loyalty contain a lot of information on that. The writer explains the woman idea with easy technique. The language is very clear and understandable all the people, so do definitely not worry, you can easy to read the idea. The book was authored by famous author. The author brings you in the new age of literary works. You can actually read this book because you can continue reading your smart phone, or model, so you can read the book throughout anywhere and anytime. If you want to buy the e-book, you can start their official web-site in addition to order it. Have a nice study.

Greg Butler:

Reading a reserve make you to get more knowledge from the jawhorse. You can take knowledge and information from a book. Book is prepared or printed or outlined from each source that will filled update of news. Within this modern era like today, many ways to get information are available for anyone. From media social just like newspaper, magazines, science book, encyclopedia, reference book, new and comic. You can add your knowledge by that book. Ready to spend your spare time to open your book? Or just searching for the The Effortless Experience: Conquering the New Battleground for Customer Loyalty when you desired it?

Download and Read Online The Effortless Experience: Conquering the New Battleground for Customer Loyalty Matthew Dixon, Nick Toman, Rick DeLisi #Y9M5RPXOZ4G

Read The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, Rick DeLisi for online ebook

The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, Rick DeLisi Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, Rick DeLisi books to read online.

Online The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, Rick DeLisi ebook PDF download

The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, Rick DeLisi Doc

The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, Rick DeLisi Mobipocket

The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, Rick DeLisi EPub

The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, Rick DeLisi Ebook online

The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, Rick DeLisi Ebook PDF