

## The Effortless Experience Conquering The New

The Effortless Experience FRICTION—The Untapped Force That Can Be Your Most Powerful Advantage Punch Country Life The Psychology of Learning Through Experience The Illustrated London News The Moral Ideal Wiseman Review Conquest of the New Word Conquest of Death The Mountaineer's Companion World Today Current Encyclopedia Current Encyclopedia, a Monthly Record of Human Progress The Current Encyclopedia Current Encyclopedia The Conquest of Copper Mountain Bus & Coach Books Out Loud Money, Morals and Manners as Revealed in Modern Literature Matthew Dixon Roger Dooley Mark Lemon Henrietta Viola Race Julia Wedgwood John Howard Payne Alvin Silverstein Michael Ward Samuel Fallows Forbes Wilson Harold Victor Routh

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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 ccb'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

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 examples of leaders who have conquered business friction dooley teaches you how to identify roadblocks alter them for the benefit of both business and customer and create positive lasting change if you're in a leadership position now is the time to declare war on friction before your competitors do stamp out ridiculous rules pointless procedures and meaningless meetings become a relentless advocate for the customer and for minimizing customer effort lubricate every point of friction and make your company run like a well

oiled machine friction provides the know how you need to lead your company to industry dominance

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