

# The Effortless Experience Conquering The New

The Effortless Experience Transform: A rebel’s guide for digital transformation Secret Sauce Kizzi Talks about Behavioural Science in Marketing Think Human Summary of Matthew Dixon’s The Effortless Experience by Milkyway Media The Business of Choice 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 Family Herald Conquest of the New Word Books Out Loud Conquest of Death Velo News The Moral Ideal Cheshire Life Wiseman Review Matthew Dixon Gerry McGovern Harry Mills Kizzi Nkwocha Olivier Duha Milkyway Media Matthew Willcox Roger Dooley Mark Lemon Henrietta Viola Race John Howard Payne Alvin Silverstein Julia Wedgwood

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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 wordof 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 cebs 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

are you an optimist are you a rebel do you think that because of digital technology power is shifting away from organizations towards citizens and customers are you a digital change agent do you want to transform your organization then this book is here to help you back cover

this helpful resource shows you how to transform unconvincing messages into compelling copy the new rules for persuasive messaging when it comes to messaging what worked in the past won t work today our noisy digital world has undermined our ability to focus for a message to grab attention and persuade it now must pass the sauce test and be simple appealing unexpected credible and emotional this book comes with a 15 question sauce test and a heat gauge which allows you to precisely measure the persuasive impact of your messages short easy to read and packed with visuals secret sauce provides clear examples of what works and what doesn t fascinating insights from behavioral and neurological research powerful lessons from successful and failed campaigns less than 10 percent of marketing messages are truly compelling engaging the head and heart secret sauce helps you weed out the clutter and craft messages that stick

kizzi talks about behavioural science in marketing is a groundbreaking book that empowers marketing professionals to harness the power of behavioural science and revolutionize their marketing strategies in this highly informative and inspiring guide kizzi creator business game changer magazine explores the vast potential of incorporating behavioural science principles into the realm of marketing written in a clear and accessible style this book is tailored specifically for marketing professionals who are seeking to enhance their understanding of human behavior and leverage it to drive impactful marketing campaigns unlike other technical texts kizzi talks about behavioural science in marketing presents complex concepts without unnecessary jargon making it a valuable resource for marketers at any level of expertise with an unwavering focus on practical application the book delves into the core scientific principles that underpin behavioural science providing concrete examples from the business world readers will gain insights into key concepts such as social proof cognitive biases decision making processes and emotional triggers and how these principles can be integrated seamlessly into marketing strategies through captivating stories relatable anecdotes and real world case studies kizzi illuminates the transformative potential of behavioural science in marketing readers will learn how to craft compelling narratives design persuasive messaging optimize customer experiences and drive consumer behavior in ways that resonate deeply with their target audience

in an increasingly competitive and digitalized world where experience reins supreme olivier duha highlights the radical evolution of customer relations and outlines six golden rules to maximize customer satisfaction advocating for the importance of the human factor assisted by technology in the digital age of customer relations this book explores the impact of the digital

revolution on brands their shift from being product focused to customer focused and provides strategies for how brands can succeed in the battle for the customer by developing customer relations teams that value the role of the human being augmented by technology you can put technology at the service of humans and take control to create valuable customer experiences drawing on over two decades of experience developing webhelp into a leading global provider of game changing customer journeys duha shows you how to develop your customer relations team into a key strategic resource for growth

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

in this 2nd edition of the business of choice expert author and consultant matthew willcox explores the science of influencing choice bringing together the work of thousands of behavioral scientists and practitioners cutting to the heart of the science willcox helps you apply this to your own marketing and brand strategies

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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