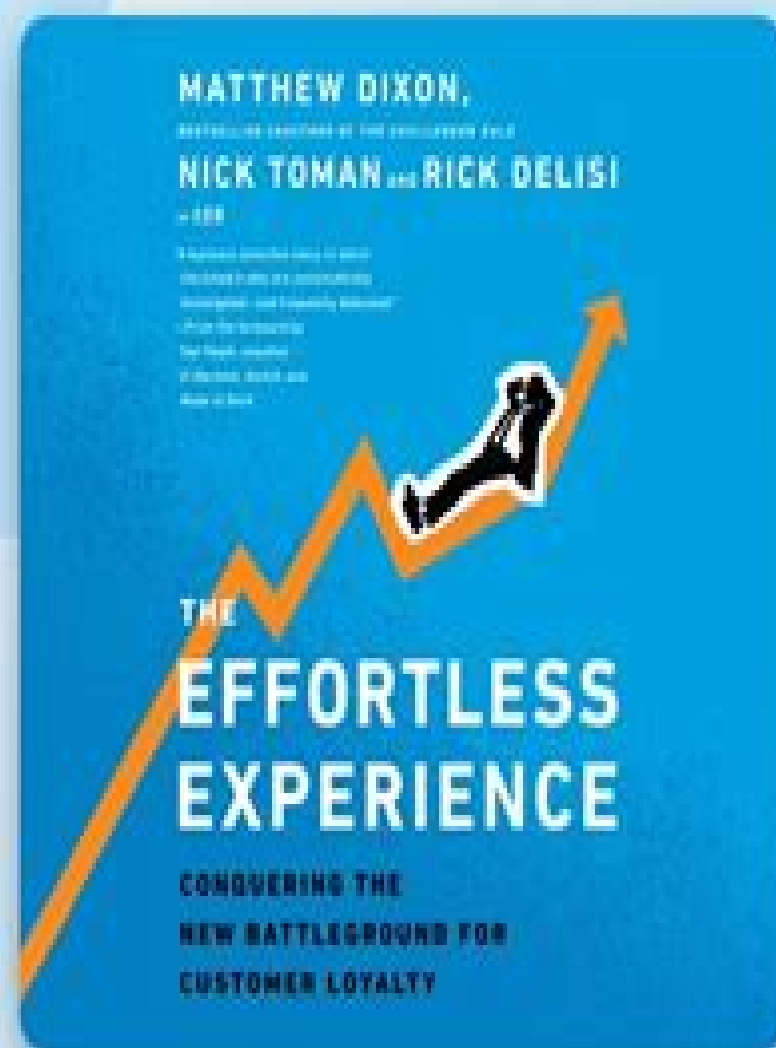


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# The Effortless Experience: Conquering the...

Matthew Dixon



# The Effortless Experience Conquering The New

**Brad Cleveland**



## **The Effortless Experience Conquering The New:**

*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

*The Effortless Experience* Matthew Dixon, Nick Toman, Rick DeLisi, 2013-09-12 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

**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

Think Human Olivier Duha,2024-01-03 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

**Kizzi Talks about Behavioural Science in Marketing** Kizzi Nkwocha, 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

*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

**Secret Sauce** Harry Mills, 2017-02-21 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

*The Business of Choice* Matthew Willcox, 2020-09-28 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

*Transform: A rebel's guide for digital transformation* Gerry McGovern, 2016 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 More Is More Blake Morgan,2017-04-21 Less is more may be good advice for many efforts but it is terrible advice when it comes to customer experience Brands that want to stay relevant must apply more energy focus and resources to creating knock your socks off customer experiences than they ever did before Companies that embrace a more is more philosophy work harder and go further to ensure that their customers have a positive experience they do this through customer focused strategies and leadership via operations policies and procedures that consider how the customer will fare in every scenario Customer experience guru Blake Morgan walks you through the D O M O R E concepts that set businesses up for success by emphasizing the importance of relationships Companies that do more Design something special Offer a strong employee experience Modernize with technology Obsess over the customer Reward responsibility and accountability Embrace disruption and innovation More Is More offers practical advice for building or improving customer experience that you can apply immediately at your own organization Time is of the essence your customers are not willing to wait for you to get the customer experience right Outlining the key areas you need to address immediately More Is More will help you weather external changes remain relevant and thrive in today s ever changing business landscape The Palgrave Handbook of Service Management Bo Edvardsson,Bård Tronvoll,2022-05-24 This handbook provides an innovative thorough overview of service management It draws together an impressive international group of leading scholars who offer a truly global perspective exploring current literature and laying out guidance for future research Beginning with defining service as a perspective on value creation and service management as a set of organizational competencies for enabling and realizing value creation through service it then moves on to follow the evolution of service research From there the book is structured into six main themes perspectives on service management service strategy service leadership and transition service design and innovation service interaction quality and operations and service management and technology This book is valuable reading for academics lecturers and students studying service management operations management and service research

### **Current Technologies Employed in e-Commerce Customer Service by Leading Players** Dr. V.V.L.N.

Sastry,2020-03-25 E commerce customer service technologies adopted by businesses help them present their customers with the information they want quickly take responsibility for their actions communicate specific solutions to customers and maintain their competitive edge Evidently different e commerce customer technologies have different strengths and deficiencies Principally this book zeroes in on the strengths and downsides of the e commerce customer service technologies used by Adidas Standard Bank and Coca Cola currently comparing the technologies critically They use the Salesforce Commerce Cloud Acquire and Get Satisfaction e commerce customer service technologies respectively If a business is required to adopt Get Satisfaction Acquire or Salesforce Commerce Cloud as its e commerce customer technology it should consider each of the options capabilities and deficiencies Get Satisfaction and Salesforce Commerce Cloud unlike Acquire

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*Leading Loyalty* Sandy Rogers, Leena Rinne, Shawn Moon, 2019-04-16 In business it's not enough for people to like you they need to love you Learn how building loyalty and modeling great customer service behavior to develop frontline teams is the key to building raving fans To thrive in today's economy it's not enough for customers to merely like you They have to love you Win their hearts and they will not only purchase more they'll talk you up to everyone they know But what turns casual customers into passionate promoters and lifelong buyers Loyalty experts at FranklinCovey set out to unlock the mysteries of gaining the customer's loyalty In an extensive study that involved 1,100 stores and thousands of people they isolated examples that stood out in terms of revenues and profitability They found that these campfire stores burned brighter than the rest thanks to fiercely loyal customers and the employees who delight in making their customers' lives easier Full of eye opening examples and practical tools *Leading Loyalty* helps you infuse empathy responsibility and generosity into every interaction and Make warm authentic connections Ask the right questions and listen to learn Discover the real job to be done Take ownership of the customer's issue Follow up and strengthen the relationship Share insights openly and kindly Surprise people with unexpected extras Model teach and reinforce these essential behaviors through weekly team huddles It's time to invest in building loyalty *Leading Loyalty* reveals the principles and practices of everyday service heroes the customer facing employees who cultivate bonds and lift revenues through the roof

Digital Customer Service Rick DeLisi, Dan Michaeli, 2021-08-31 Digital Customer Service is the new standard for creating a 5 star customer experience As much as technology has improved our lives for many people customer service experiences remain unnecessarily frustrating But the advent of Digital Customer Service DCS promises to make these interactions seamless and effortless by creating experiences that occur entirely on a customer's own screen even in situations where it is preferable to speak to an agent Digital Customer Service Transforming Customer Experience for an On Screen World traces the evolution of customer service as well as the evolution of customer expectations and the underlying psychology that drives customer behavior from the days of the first call centers in the 1980s all the way to today's digital world Written for Customer Service and Customer Experience leaders as well as C suite executives CEOs CFOs CIOs Digital Customer Service helps business leaders balance three critical priorities Creating an excellent experience for customers that increases customer loyalty and profitability Driving down the cost of Customer Service Support interactions while increasing revenue through Sales interactions Moving quickly toward the goal of digital transformation We have discovered in our research and our first hand experience that when companies

commit to achieving true Digital Customer Service they can make significant progress toward all three of these goals at once Digital Customer Service provides the roadmap for how your company can get there And when you do who wins EVERYONE

**New Routes to Library Success: 100+ Ideas from Outside the Stacks** Elisabeth Doucett, 2015-04-13 Today's library leaders face a world in which the only constant is change Seeking out innovative ways to meet the evolving needs of their communities has become a critical part of their responsibilities In this book Doucett mines new territory in this ongoing effort by exploring how successful organizations outside the stacks conduct their business She interviews leaders of advertising online commerce fundraising retailing crowdsourcing and other organizations including Kickstarter L L Bean Down East Magazine and Tom's of Maine among others learning what they do exceptionally well From this research she presents more than 100 examples of game changing ideas ready for application in libraries And most importantly she articulates a simple process that readers can use to pursue the same path of exploration at their own institutions including the actual questions used during her interviews An exciting survey of creativity in action Doucett's book will encourage public library directors managers trustees and staff to cross pollinate their own expertise with innovative ideas from outside the stacks

**Managing Customer Experience and Relationships** Don Peppers, Martha Rogers, 2022-04-19 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

***The Builder's Guide to the Tech Galaxy*** Martin Schilling, Thomas Klugkist, 2022-07-13 Learn to scale your startup with a roadmap to the all important part of the business lifecycle between launch and IPO In *The Builder's Guide to the Tech Galaxy: 99 Practices to Scale Startups into Unicorn Companies* a team of accomplished investors entrepreneurs and marketers deliver a practical collection of concrete strategies for scaling a small startup into a lean and formidable tech competitor By focusing on the four key building blocks of a successful company alignment team functional excellence and



capital this book distills the wisdom found in countless books podcasts and the authors own extensive experience into a compact and accessible blueprint for success and growth In the book you ll find Organizational charts sample objectives and key results OKRs as well as guidance for divisions including technology and product management marketing sales people and service operations Tools and benchmarks for strategically aligning your company s divisions with one another and with your organization s North Star Templates and tips to attract and retain a triple A team with the right scale up mindset Checklists to help you attract growth capital and negotiate term sheets Perfect for companies with two ten or one hundred employees The Builder s Guide to the Tech Galaxy belongs on the bookshelves of founders managers entrepreneurs and other business leaders exploring innovative and proven ways to scale their enterprise to new heights

*The 10-Second Customer Journey* Todd Unger, 2024-06-10 You ve Got 10 seconds to Win or Lose a Customer This is the Ultimate Guide to Rapid Conversion in Digital Marketing The customer landscape has transformed and marketers advertisers and business owners must adapt to a world where buying decisions are made in seconds not months or days The biggest obstacle FRICTION Those who can minimize friction and guide potential buyers swiftly through the buying process will triumph Hello Amazon 1 click purchases However reducing friction requires the seamless integration of marketing product e commerce and service into a cohesive friction free customer experience a feat that siloed companies struggle to achieve Enter The 10 Second Customer Journey This is your ultimate playbook for capturing rapid conversions and growing your customer list Todd Unger Chief Experience Officer CXO of the American Medical Association leverages his three decades of expertise in consumer marketing advertising digital products and digital marketing to offer a step by step guide He ll teach you how to become your own Chief Friction Reduction Officer reignite customer growth and enhance engagement Why You Should Read This Book Conquer the New Digital Experience Landscape Adapt old marketing concepts to the needs of today s digital customers UX is king Identify and Target the Right Customers Discover how to pinpoint your ideal audience and convert them into loyal customers quickly Test and Optimize Your Approach Master the art of testing various strategies to find the most effective way to reach and engage your customers Written in an engaging style and packed with original insights this is a must read for current and aspiring marketers customer experience leaders and digital executives aiming to build robust customer experience strategies for their brands and organizations

**The JOLT Effect** Matthew Dixon, Ted McKenna, 2022-09-20 From the bestselling co author of The Challenger Sale a paradigm shattering approach to overcoming customer indecision and closing more sales In sales the worst thing you can hear from a customer isn t no It s I need to think about it When this happens deeply entrenched business advice says to double down on your efforts to sell a buyer on all the ways they might win by choosing you and your business But this approach backfires dramatically Why Because it completely gets wrong the primary driver behind purchasing decision making once purchase intent is established customers no longer care about succeeding What they really care about is not failing For years sales expert Matthew Dixon has been busting longstanding business myths Now in The JOLT Effect he

and co author Ted McKenna turn their trademark analysis and latest research to the vital and growing problem of customer indecision and offer a shocking new approach that turns conventional wisdom on its head Drawing on a brand new first of its kind study of more than two and a half million sales conversations from across industry they reveal the surprising truth that high performing sales reps grasp and their average performing peers don t only by addressing the customer s fear of failure can you get indecisive buyers to go from verbally committing to actually pulling the trigger Packed with robust data counterintuitive insights and practical guidance The JOLT Effect is the playbook for any salesperson or sales leader who wants to close the gap between customer intent and action and close more sales

[MULTIPLY BUSINESS RESULTS WITH ARTIFICIAL INTELLIGENCE](#) DAVID SANDUA,2023-09-04 In an increasingly competitive and dynamic business world artificial intelligence AI is the catalyst that can multiply your results This book is an essential guide that will take you by the hand to understand how AI can transform every corner of your business From automating routine tasks and freeing up your employees time to using predictive analytics to optimize the supply chain AI becomes an invaluable tool The book also addresses how AI can improve data driven decision making enabling companies to identify growth opportunities and potential risks with never before seen accuracy In the realm of customer service you ll discover how chatbots and AI algorithms can personalize interactions elevating customer satisfaction and thereby increasing sales In addition it does not skirt the ethical and privacy challenges that come with AI adoption offering strategies for ethical and secure use of data It also addresses the skills and talent gaps in AI adoption providing strategies for fostering a culture of AI adoption in your company If you are looking for a competitive advantage and aspire to exponential growth this book is your map to the future It gives you not only an overview of the AI landscape in business but also practical and actionable strategies for implementing AI in your company effectively In short it s a must read for any business leader who wants to be at the forefront of the technology revolution

## Decoding **The Effortless Experience Conquering The New**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**The Effortless Experience Conquering The New**," a mesmerizing literary creation penned with a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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