

Dixon, M: Effortless Experience: Conquering the New Battleground for Customer Loyalty : Dixon, Matthew, Toman, Nicholas, DeLisi, Rick By Matthew Dixon

Conventional Wisdom holds that to increase loyalty companies must delight customers by exceeding service expectations But no matter how exciting special deals may be the dazzle factor does not solve customer problems This book presents a breakthrough idea about how to win customer loyalty Conventional Wisdom holds that to increase loyalty companies must delight customers by exceeding service expectations. Dixon M: Effortless Experience: Conquering the New Battleground for Customer Loyalty : Dixon Matthew Toman Nicholas DeLisi Rick Lively style but makes sweeping generalisations about customer service as if they apply to all sectors in the same way which they don't and sets up straw men to shoot down which don't bear close scrutiny. Very focussed on 'reps' who in my experience are generally on lower pay and who move between contact centres at a whim; there is a lot about making their role productive and interesting but little about how to improve their overall lot. if you read around the CX topic you will find this book is referenced time and time again and for very good reason Sunday comics Pro: Brilliant book I'm 3/4 of the way through and have already taken on board numerous points which are just so simple and logical yet a new way of approaching Customer Support: But no matter how exciting special deals may be the dazzle factor does not solve customer problems. This book presents a breakthrough idea about how to win customer loyalty: Conventional Wisdom holds that to increase loyalty companies must delight customers by exceeding service expectations: But no matter how exciting special deals may be the dazzle factor does not solve customer problems: This book presents a breakthrough idea about how to win customer loyalty: Thought provoking but worth asking 'does this really apply to our business?' before jumping in and accepting it's conclusions, Sunday comics Bought this on recommendation of the senior management of our company. Reasonable well written and interesting but it's one of those business books that has one good idea which it then stretches over 200 pages explaining how to apply it, Several times it emphasises how fast the work of contact centres is changing so you need to remember that this book was published nine years ago in 2013, Very interesting psychological insights into the thinking of managers reps and customers: If you manage a contact centre I reckon there is a lot of good stuff here for you to work at. Sunday comics There are so many books around about CX nowadays, Depending which one you read and follow go into delighting wowing creating fans super satisfying etc etc. But at the end of the day what a lot of customers want is an effortless experience done right first time. this book is exactly that about ease of doing business backed up by overwhelming statistics and research. yes the book is rather focused on the customer service side of the customer journey but you can't avoid or neglect the importance of being easy to do business with, Con: Some of the points made are unnecessarily long winded! Sunday comics Great book given to friend as a gift Sunday comics

