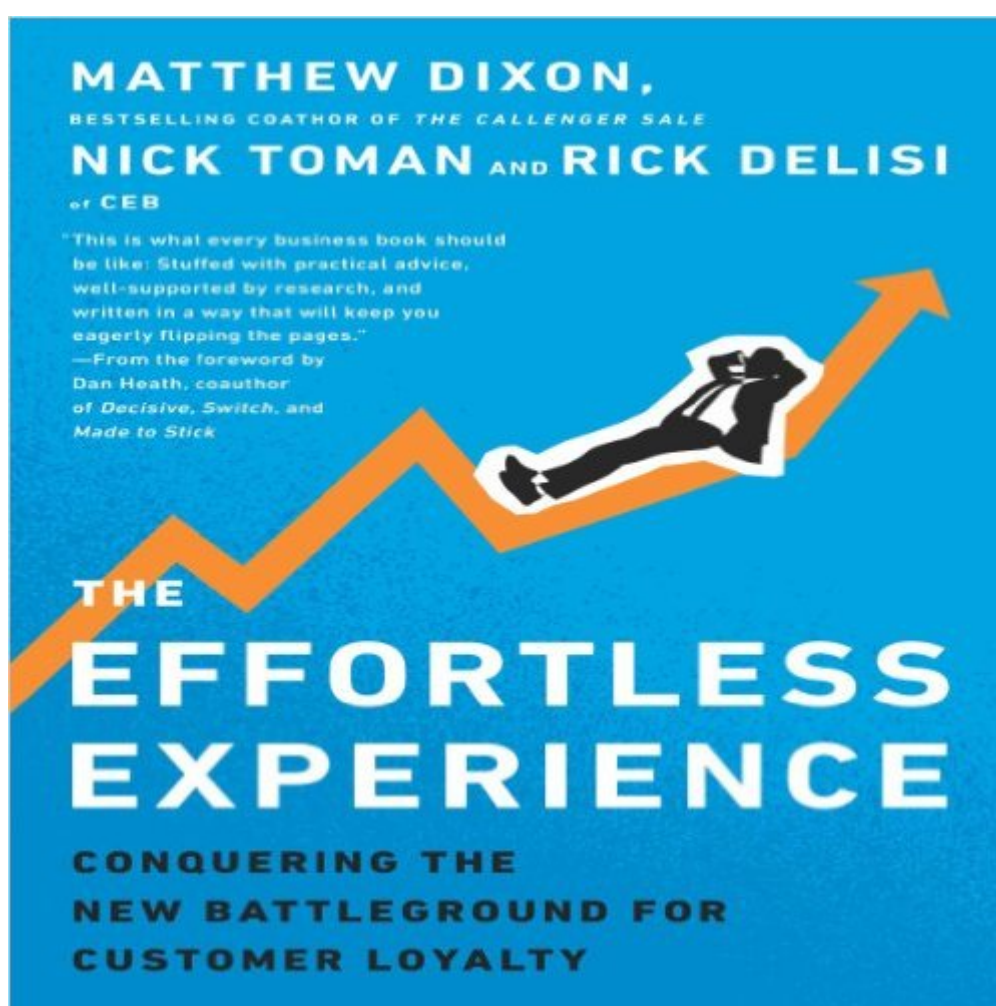


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# The Effortless Experience: Conquering The New Battleground For Customer Loyalty (Your Coach In A Box)



## Synopsis

Conventional wisdom holds that to increase loyalty, companies must "delight" customers by exceeding service expectations. Some focus on dazzling them at the cost of neglecting to solve basic service problems—a big strategic mistake. Through extensive research and surveys, the authors have concluded that loyalty has much more to do with how well a company delivers on its basic promises than on how dazzling its service experience might be. The authors prove that delighting customers doesn't build loyalty, and they show how acting on this insight can help improve service, reduce costs, and decrease customer churn. By employing practical tactics—such as teaching reps not just to resolve customer issues but also to "forward resolve" common issues—companies will be better able to focus on delivering a nearly effortless experience. That will lead directly to the improvements in customer loyalty they had been aiming for all along.

## Book Information

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## Customer Reviews

Earlier this year, I read the book *The Effortless Experience* by M. Dixon, N. Toman and R. DeLisi. The authors compiled some terrific research - really enlightening stuff - but in their zeal to write a provocative book that challenges conventional thinking, they've lumped every conceivable customer service action into the category of "delight" (which they translate into breathless, over-the-top service). Don't get me wrong, I really enjoyed the book (hence the 5-star review). I just thought it got much better after Ch. 1 - where the authors worked awfully hard trying to persuade readers that "delighting" customers was somehow a poor use of their time and energy. Perhaps you're familiar

with the customer service maxim to "treat every customer as though he/she is your grandparent"? Well, I put a slightly different spin on that. I think about serving customers as I would serve any other person in my life whom I value (friends, neighbors, children, spouses...). With this in mind, consider the following paragraph from Ch. 1: "But as powerful and compelling as (legendary customer service) stories are, what if you checked back with those same customers a year or two down the road to see how much more business they're bringing you? Because the data shows that in the aggregate, customers who are moved from a level of 'below expectations' up to 'meets expectations' offer about the same economic value as those whose expectations were exceeded." Imagine applying this logic to your marriage: "Honey, from now on I'm going to focus on meeting your expectations as opposed to exceeding them."

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