

## **EFFORTLESS EXPERIENCE SUMMARY**



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### **The Effortless Experience Book Review Great Brook**

Summary: The book The Effortless Experience presents a great deal of findings to support their argument that companies should reduce customer disloyalty by creating more seamless experiences. The recommendations are logical and are likely to do no harm, but the authors are on very shaky ground claiming their research demonstrates a causal link between customer effort and loyalty and

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### **The Effortless Experience Actionable Books**

The problem with this approach is that it focuses on the ingredients instead of the big picture, the effortless experience. It s likely that a customer service representative could do everything right by a checklist, but still fall short of an effortless experience from the viewpoint of the customer.

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The Effortless Experience (Book Summary) Published on January 22, 2017 January 22, Experience engineering to provide personalized service and to lower perceived additional effort to

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### **The Effortless Experience Book Review Alex Baar**

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### **The Effortless Experience what it means for surveys**

The Effortless Experience argues that dazzling customers with over-the-top service is wildly overrated. The book says that loyalty is a function of how well companies deliver on their basic promises.

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### **The Effortless Experience Cliff s Notes LinkedIn**

The Effortless Experience: Cliff s Notes Published on April 2, 2015 April 2, 2015 11 Likes 5 Comments. Jason Wesbecher Follow He just made the whole thing look so effortless. And it

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### **5 Ways to Deliver an Effortless Experience to Your Customers**

5 Ways to Deliver an Effortless Experience to Your Customers Many brands spend a lot of their time, effort and resources ensuring that their customers receive delightful and over-the-top service. Yet the harsh reality is that your customers are much more likely to punish you for a bad service experience than reward you for a good one.

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### **The Effortless Experience Goodreads**

The Effortless Experience provides solid research supporting the pursuit of reducing customer effort as a way to drive loyalty. Much of the research and advice is focused on customer service, although reducing customer effort applies more broadly than that (as at least one chapter addresses).

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### **The Effortless Experience What It Means for B2B Sales**

The Effortless Experience uncovered four important themes that cause satisfaction. Four Themes To Create Satisfaction & Loyalty . 1. A Strategy of "Delight" Doesn't Pay. This is probably the most interesting and contrarian discovery.

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### **The Effortless Experience ICMI**

The Effortless Experience from CEB. Matt Dixon Executive Director, CEB

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**The Effortless Experience Customer Service Group**

The Effortless Experience (on sale 9/12) is the culmination of five years of careful research and data collected from tens of thousands of respondents, revealing that the key to customer loyalty is not dazzling customer service it s an effortless experience.

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