



Water Cooler Talk: Hydration for a Wow Customer Experience

By Carmen Schwab

AUTHORHOUSE, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Water Cooler Talk, Hydration for a WOW Customer Experience provides easy to use concepts and tools to create WOW and memorable customer experiences, internal and external, and turn water cooler conversations into a source of never ending testimonials! As it relates to the customer experience, people are far more inclined to communicate a bad experience, even the most loyal of customers as found in the COLLOQUY survey; even among consumers who are most loyal to, engaged with and willing to recommend brands they like.31 said they are far more likely to share information about a bad experience with a product or service than a good one. Tweeting, texting, chatting, face book, or emailing a bad experience has allowed customers to be far more open and instant about the encounter - not to mention quick with their word choices. With that said, the bad experiences are far more amplified than ever before! These astounding statistics should cause us to wake up and take seriously the Water Cooler talk and what it is saying about our organization, business, church and...



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