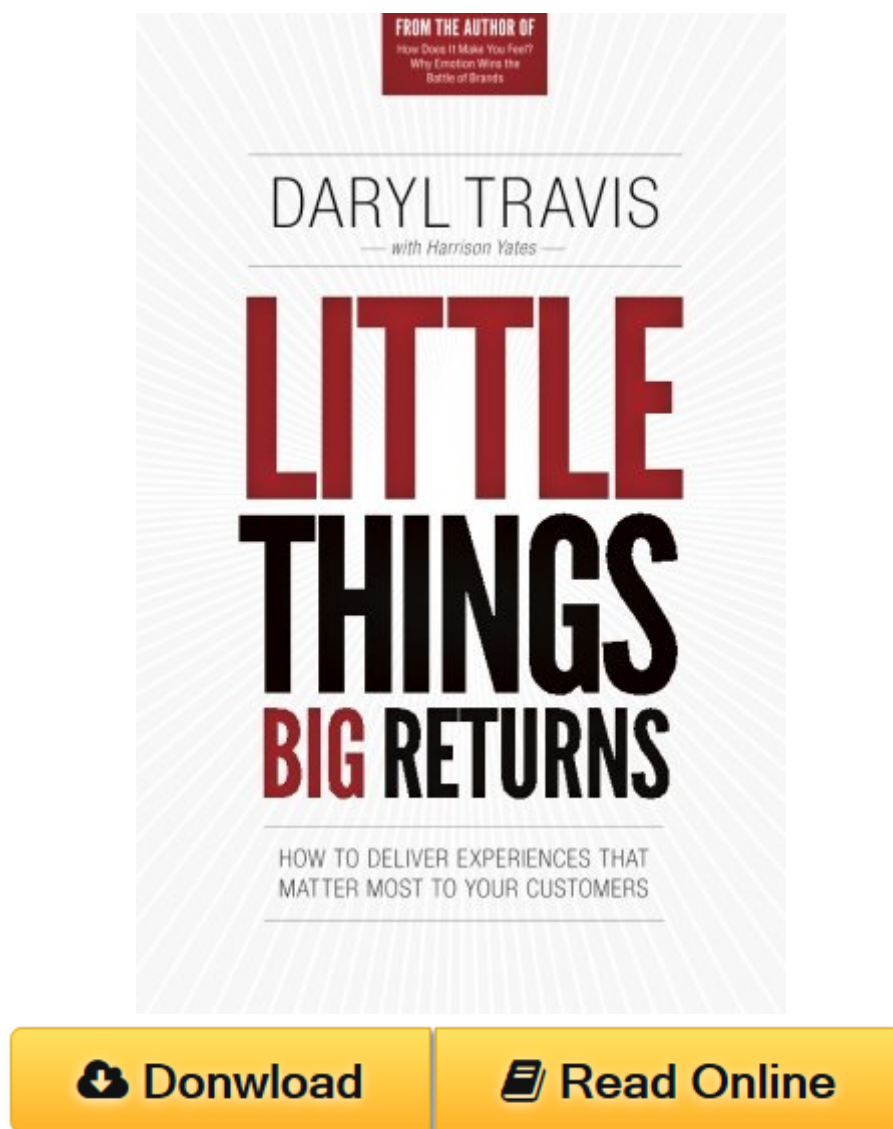# Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers PDF

Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers by Daryl Travis, Harrison Yates ISBN 0989710351

80 percent of companies believe they deliver a good customer experience. Yet, only 8 percent of customers agree. Why is there such a disparity? Where do companies go wrong? How can you optimize your customers' experience? *Little Things Big Returns* reveals how companies miss the little things that draw customers in or turn them away. Most importantly, this book explains how companies can close the customer experience gap and realize big returns. Research confirms little things happen in the moments that matter most to your customers. By little things I mean human things, the kindnesses and considerations that surprise people and create feelings that are never

forgotten. When those experiences are memorable, customers become loyal and even fall in love with your company. You'll also learn how doing what matters most for your customers can cost very little yet produce big returns. Just change your attitude and resolve to make your customer's experience the best it can be. After all, how much does it cost to change your attitude? Discover… - How to identify the little things that matter most to your customers - Why only a few customer experiences matter much more than others - How to optimize the most critical moments along your customers' journey - How to design and deliver powerful customer experiences that cost very little - Why what matters most to your customer also matters most to your success - How many successful companies realize high returns from doing the little things

Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers Review

This Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers having great arrangement in word and layout, so you will not really feel uninterested in reading.