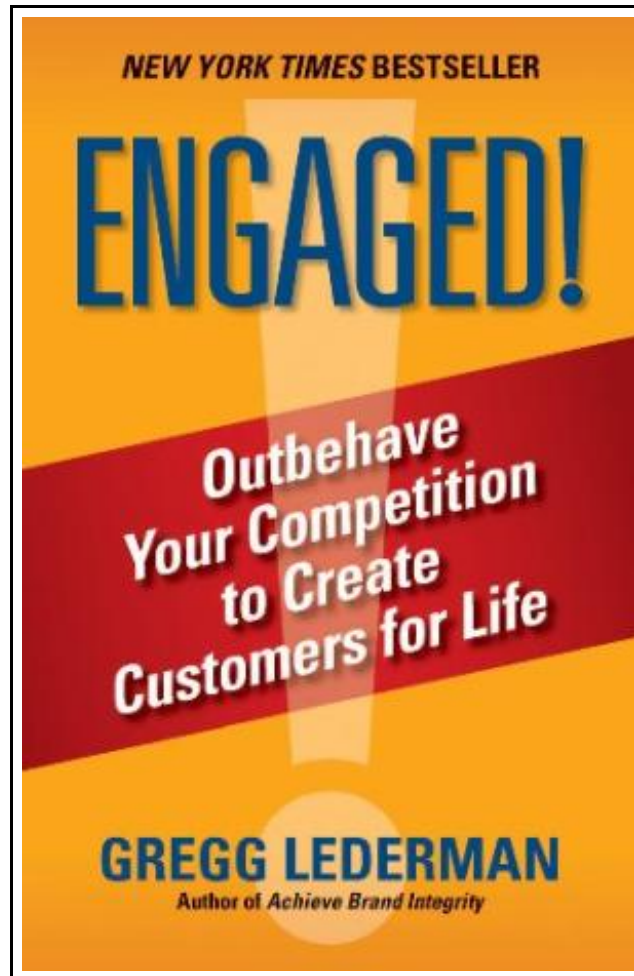


Engaged: Outbehave Your Competition to Create Customers for Life



Filesize: 5.48 MB

Reviews

An extremely wonderful pdf with perfect and lucid information. Better then never, though i am quite late in start reading this one. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Elenor Koch PhD)

ENGAGED: OUTBEHAVE YOUR COMPETITION TO CREATE CUSTOMERS FOR LIFE



Evolve Publishing. Paperback. Book Condition: New. Paperback. 240 pages. Dimensions: 8.4in. x 5.3in. x 0.9in. Customers love it when employees are ENGAGED to deliver an experience. However, it doesn't come easy for most companies. The level to which your workforce is ENGAGED also has a significant impact every day on employees' happiness and productivity, the customer experience, and your company's profitability. Your company can be one that customers love to do business with, one that turns customers into loyal followers who buy more and more often. The journey through ENGAGED!, will teach you what leading companies do to create customer love. In this book, you'll discover the Eight Principles that every manager needs to create a workforce that lives the company brand in ways that leads to an experience that helps you create customers for life. With the tools and techniques outlined in this book, your company can: Get all employees on stage to deliver a more consistent customer experience. Increase employees' happiness so they make your customers happier. Go beyond announcing your culture to getting every employee consistently living it. Quantify your culture and customer experience to create unheard-of visibility that gets everyone focused on results. Create an environment of appreciation that empowers employees and helps them to become more motivated and committed to your company's success. Fill every manager's toolbox with practical and proven techniques for making your company's values and desired customer experience a part of the conversation every day! Gregg Lederman taps into his vast experience of helping many best companies to work for to share his proven principles for defining the work culture and customer experience, reminding the workforce to live the brand daily, and most importantly, quantifying the experience and holding the workforce accountable for financial results. This book dispels popular myths about employee rewards (they...



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