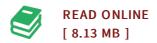




Customer Royalty: The Greatest Thing Since Sliced Bread (Paperback)

By Stephen Manoj Thompson Ph D

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Customer Royalty a comprehensive outside-in business experience on Panera Bread Company s proactive customer service culture. Though this book provides an outside vantage point, aimed at learning how to create customer excellence, the book will have the feel of an insider communicating about the company s success. Despite excessive enthusiasm, Stephen Thompson does offer insight into how a company can succeed by remaining focused on core values and commonsense approach towards customer experience. While there are no revolutionary conclusions, the author convinces that with a balanced combination of product innovation, customer oriented technology, employee focused leadership and corporate citizenship duties, a proactive customer centric environment can be formed. This book is not all about business success it s more on star sustainability. Keywords: Customer Service, Employee retention, Business Case, Loyalty marketing, Consumer behavior, Panera Bread.



Reviews

A top quality publication as well as the typeface used was intriguing to learn. Yes, it is play, still an amazing and interesting literature. I discovered this publication from my i and dad suggested this book to learn.

-- Prof. Louvenia Flatley

An exceptional ebook along with the typeface employed was intriguing to see. It really is simplistic but surprises within the fifty percent of the ebook. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Brian Miller