

## The Effortless Experience Conquering The New Battleground For Customer Loyalty

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### **The Effortless Experience Conquering The**

“ The Effortless Experience provides a well-researched foundation for customer experience transformation. Reducing customer effort links the work of the service organization to the business-wide goal of increasing customer loyalty. The concepts themselves are pragmatic and actionable and this book will get you under way.”

### **The Effortless Experience: Conquering the New Battleground ...**

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### **Amazon.com: The Effortless Experience: Conquering the New ...**

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).

### **The Effortless Experience: Conquering the New Battleground ...**

Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now they've turned their research and analysis to a new vital business subject—customer ...

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### **The Effortless Experience: Conquering the New Battleground ...**

The Effortless Experience: Conquering the New Battleground for Customer Loyalty.

### **The Effortless Experience: Conquering the New Battleground for Customer Loyalty**

The Effortless Experience: Conquering the New Battleground for Customer Loyalty Hardcover – Sept. 12 2013 by Matthew Dixon (Author), Nick Toman (Author), Rick DeLisi (Author) 4.5 out of 5 stars 164 ratings See all formats and editions

### **The Effortless Experience: Conquering the New Battleground ...**

“Companies told us that they try to delight customers because they believe there are significant

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economic gains to be made by exceeding the service expectations of their customers,” says Nick Toman, Group Vice President, Gartner and co-author with Matthew Dixon and Rick Delisi, Principle Executive Advisor, Gartner of The Effortless Experience, Conquering the New Battleground for Customer Loyalty (Portfolio/Penguin, 2013).

## **Effortless Experience Explained - Smarter With Gartner**

The Effortless Experience. 1. The Effortless Experience. Conquering the New Battleground. for Customer Loyalty. Matt Dixon. Executive Director, CEB. © 2013 The Corporate Executive Board Company. All Rights Reserved.SEC7385113SYN.

## **The Effortless Experience**

The Effortless Experience lays out the four pillars of a low-effort customer experience, with robust data, insights and profiles. Here are tools and templates you can start applying right away to improve service, reduce costs, and ultimately generate the elusive loyalty that the 'dazzle factor' fails to deliver.

## **The Effortless Experience: Conquering the New Battleground ...**

The Effortless Experience Conquering the New Battleground for Customer Loyalty Matt Dixon Group Leader, CEB © 2013 The Corporate Executive Board Company.

## **for Customer Loyalty**

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## **The Challenger Customer: Selling to the Hidden Influencer ...**

The Effortless Experience Quotes Showing 1-6 of 6. “the role of customer service is to mitigate disloyalty by reducing customer effort.”. — Matthew Dixon, The Effortless Experience: Conquering the New Battleground for Customer Loyalty. 4 likes. Like.

## **The Effortless Experience Quotes by Matthew Dixon**

“ The Effortless Experience provides a well-researched foundation for customer experience transformation. Reducing customer effort links the work of the service organization to the business-wide goal of increasing customer loyalty. The concepts themselves are pragmatic and actionable and this book will get you under way.”

## **Buy The Effortless Experience: Conquering the New ...**

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## **The Effortless Experience: Conquering the New Battleground ...**

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## **The Effortless Experience: Conquering the New Battleground ...**

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 Effortless Experience" Book Review - Great Brook ...**

“ The Effortless Experience provides a well-researched foundation for customer experience transformation. Reducing customer effort links the work of the service organization to the business-wide goal of increasing customer loyalty. The concepts themselves are pragmatic and actionable and this book will get you under way.”

## **The Effortless Experience by Matthew Dixon, Nick Toman ...**

Matthew Dixon, The Effortless Experience: Conquering the New Battleground for Customer Loyalty The Effortless Experience is based on research conducted by CEB, so I’m not just making this up. Their research draws from more than 100 companies, 5,000 agents and 125,000 customers for a

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grand total of three million data points.

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