

## EFFORTLESS EXPERIENCE SUMMARY%0A

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The Effortless Experience Actionable Books - The Effortless Experience, page 19. The Effortless Experience investigates what drives customer loyalty and disloyalty. What they find runs contrary to what many of us believe to be true. Research shows that going above and beyond for a customer has minimal impact on their loyalty. The customer might say they are extremely satisfied with your service, but it won't make them more Effortless Experience Explained - Smarter With Gartner

Effortless Experience Explained - Smarter With Gartner" data-via="Gartner\_Inc" data-count="none"> These four principles create effortless experience. On a recent business trip, Cheryl arrives at her hotel and is delighted to find a plate of warm chocolate chip cookies waiting for her in the lobby.

The Effortless Experience (Book Summary) - linkedin.com

The Effortless Experience (Book Summary) Published on January 22, Experience engineering to provide personalized service and to lower perceived additional effort to resolve issues.

The Effortless Experience: Conquering the New Battleground ...

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.

5 Ways to Deliver an Effortless Experience to Your Customers

Many brands spend a lot of their time, effort and resources ensuring that their customers receive delightful and over-the-top service. Yet the harsh reality is that your customers are much more likely to punish you for a bad service experience than reward you for a good one.

The Effortless Experience - what it means for surveys

This is the surprising central premise of a recent book called The Effortless Experience by Dixon, Toman and Delisi of CEB. Loyalty and service commentators have claimed for years that the best way to create customer loyalty is by giving amazing service.

The Effortless Experience: Book Review - Alex Baar

The Effortless Experience: Book Review We all know the stories about Zappo's.com or Dutch Coolblue.com and their extreme focus at customer service. The stories are often very inspiring and motivating (for marketers and

customer service professionals).

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

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 recommendations are logical and are likely to do no harm, but the authors are on very shaky ground claiming their research demonstrates a causal link.

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

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 authors make a good case for using CES (customer effort score) as a way to measure transactional