

STOP TRYING TO DELIGHT YOUR CUSTOMERS HARVARD BUSINESS REVIEW UNABRIDGED PDF

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Fri, 10 Aug 2018 11:19:00 GMT - Framing the service challenge in terms of making it easy for the customer can be highly illuminating, even liberating, especially for companies that have been struggling to delight. Telling frontline reps to exceed customersâ€™ expectations is apt to yield confusion, wasted time and effort, and costly giveaways.

Stop Trying to Delight Your Customers - Ideas and Advice ... -

Mon, 30 Jul 2018 13:27:00 GMT - Stop Trying to Delight Yo ur Customers by Matthew Dixon, Karen Freeman, and Nicholas Toman harvard business review â€¢ julyâ€¢august 2010 page 2

To really win their loyalty, Stop Trying to Delight Yo ur ... -

Tue, 17 Jul 2018 09:24:00 GMT - huge relief to agents! Gone are the days of trying to â€˜out-dazzleâ€™ competitors. Changing the focus from frilly service offerings to core competencies can yield many benefits for the company, including: â€œimproved customer service, reduced customer service costs, and decreased customer churnâ€