

EFFORTLESS EXPERIENCE SUMMARY

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Bottom line: The goal of delighting customers is misguided; it is expensive, rare, and has virtually no impact at scale. Instead, focus on mitigating disloyalty (and bad word of mouth) by

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Effortless Experience Explained Smarter With Gartner

Make life easy for your customers and they are more likely to stay and buy again. These four principles create effortless experience.

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The Effortless Experience Actionable Books

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 loyal in the long run.

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The Effortless Experience Book Review Great Brook

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 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 between customer effort and loyalty and that therefore the Customer Effort Score is a loyalty predictor.

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The Effortless Experience Book Review Alex Baar

"The effortless experience" by Nick Toman and Rick Delisi. I've read it and below a short summary of my findings combined with my personal opinion and the relation with digital. I've read it and below a short summary of my findings combined with my personal opinion and the relation with digital.

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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.

<http://e-monsite.co/5-Ways-to-Deliver-an-Effortless-Experience-to-Your-Customers.pdf>

FCR Reviewing The Effortless Experience

I've often heard concepts from The Effortless Experience quoted in presentations, webinars, and blogs. Since its release, it has quickly become a must have on the bookshelf of any customer experience or customer service practitioner. That being said, I only recently read the book for myself

and have to say, this book is packed with some

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FREE PDF The Effortless Experience Conquering the New

By employing practical tactics such as teaching reps not just to resolve customer issues but also to "forward resolve" common issues companies will be better able to focus on delivering a nearly effortless experience. That will lead directly to the improvements in customer loyalty they had been aiming for all along.

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Effortless Experience challengerinc com

After deploying the Effortless Experience Coaching Capabilities Builder, decentralizing QA and embedding coaches in every team, dedicating more time to develop frontline rep skills, and launching the Effortless Experience Capabilities Builder, Northwestern Mutual improved first call resolution rates by nearly 10%, reduced attrition by 46%, and

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The Effortless Experience with Matt Dixon SlideShare

The Effortless Experience with Matt Dixon 1. Create a Call Center in 5 Minutes www.talkdesk.com
How your brand can start making life easier for your customers. The Effortless Experience Talkdesk Customer Experience Webinar Series 2.

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The Effortless Experience icmi com

The Effortless Experience from CEB. Matt Dixon Executive Director, CEB

<http://e-monsite.co/The-Effortless-Experience-icmi-com.pdf>

The Effortless Experience An Interview with Matt Dixon

The Effortless Experience Interview. One of the authors of The Effortless Experience, Matt Dixon, was gracious enough to sit down with me and explore some of the key concepts found within The Effortless Experience. You can learn more about Matt's credentials in his bio below, but I can tell you that the 20 minutes I spent discussing customer

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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).

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