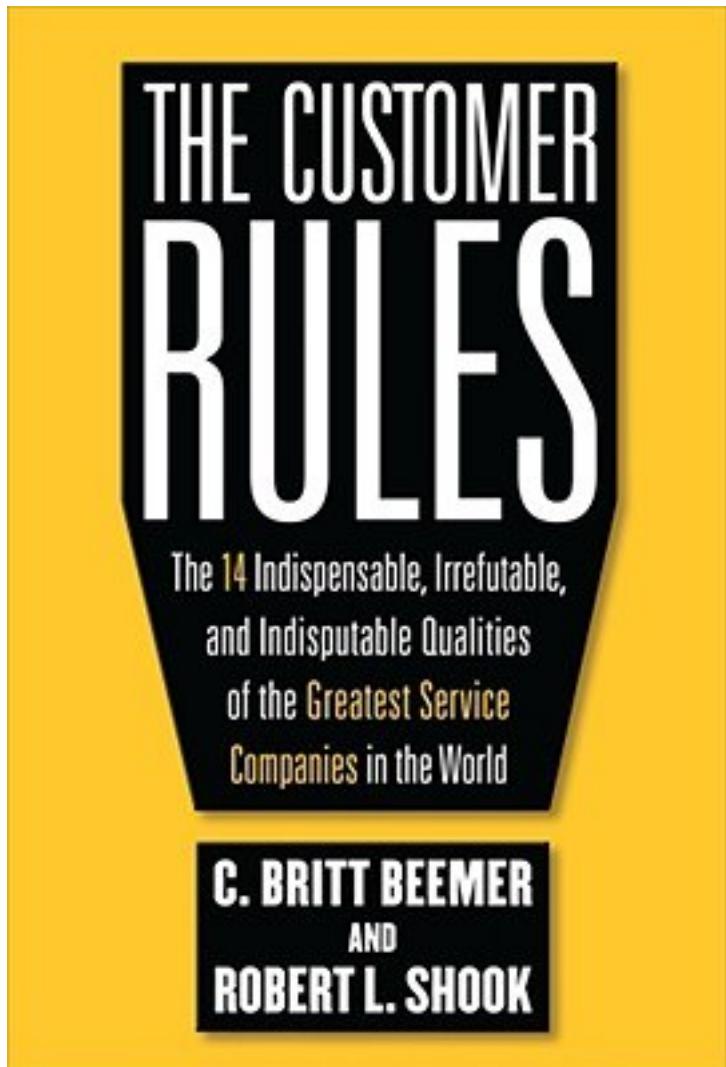


The Customer Rules



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在线阅读本书

.. Whether you run your own company or work for a large corporation, establishing customer loyalty is a prerequisite for business growth. In *The Customer Rules*, C. Britt Beemer, a leading consumer research and marketing consultant, and bestselling business author Robert Shook offer practical advice on how to build a robust company culture based on the concept of unsurpassed customer-service designed to increase your market share. . . A combination of extensive market research unprecedented in scope, as well as close studies of fourteen companies that excel in the area of customer service, *The Customer Rules* distills profitable lessons on how to achieve strong customer loyalty. Referencing specific research findings, Beemer and Shook examine the obstacles that too often distract a company's focus from its most important task--providing preeminent service and creating a unique customer experience. The authors then supply fourteen workable solutions to ensure the return of customers time and time again, including: . . . Instill the importance of customer service in every employee. Use a small-town approach to meeting customers' needs no matter how big your company is. Develop a unique identity your customers will seek out. Maintain a focus on the customer before, during, and after the sale . . Success in retail, service, manufacturing, or any other business always boils down to the customer experience. Beemer and Shook use in-depth interviews with high-level managers from such companies as Chubb, NetJets, Edward Jones, Lexus, Johnson And Johnson, and Four Seasons Hotels to illustrate the best ways for creating exceptional customer service. *The Customer Rules* gives you the tools you'll need to become the undisputed leader in your industry. . .

作者介绍:

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